

# JCPenney

## the Christmas place gift planner.

Plus great  
Pre-Holiday Sales.  
November 17-24.  
Pages 21-28.



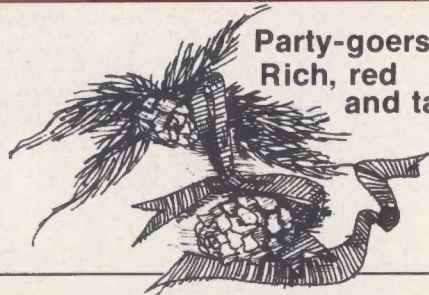
Hundreds of great gift ideas  
ready now at JCPenney stores, coast to coast.



DUPONT  
Dacron

SHIRT WAIST STYLING with trapunto work collar and cuffs, self covered buttons, and a self-tie sash worn loosely. Very simple and very beautiful in rich, red. Of Dacron® polyester. Also available in aqua, black and green. In sizes 8 to 18. Long 30.00 Our short version, 27.00

Use your JCPenney Charge Card.



**Party-goers.  
Rich, red  
and tailored.**



**Primary  
coloring  
brightens up  
a room.**

(3A.) THE RIBBED TURTLE does the trick in white or navy. Easy care acrylic, S,M,L, 8.00  
(3B.) THE SHIRT JACKET of En-  
cron® polyester. Red, 8-18, 17.00

(3C.) THE SLACKS, outstanding in navy or white. Of Encon® polyester, proportioned sizes, 11.00  
All three separates available in many other colors.



**Our man-tailored shirt.  
Betcha can't stop with just one color.**

It fits like a dream. Washes like a dream, too.  
Polyester with straight hemmed bottom and two-button cuff.  
Choose from white, red, navy, pink or blue.  
Sizes 8 to 16, 8.00. Larger sizes 40-42-44, 9.00.

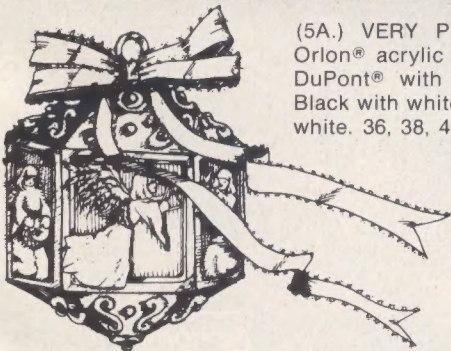
Use your JCPenney Charge Card





Monsanto

ORLON  
A DUPONT FIBER



(5A.) VERY PLUSH, this Orlon® acrylic sweater by DuPont® with lamb trim. Black with white trim or all white. 36, 38, 40, 42, 44.00

(5B.) ALL SET. Our acrylic/ polyester sweaters in soft heathers, or basic red, white or navy. Machine washable. Sizes S,M,L, 20.00

(5C.) THE WRAP sweater in Acrilan® acrylic by Monsanto® with lamb shawl collar, tie belt. White only. Sizes S,M,L, 44.00

**Nifty  
knits.  
Wonderful  
over  
anything.**

**Party pajamas.  
Wherever  
the party.**

(6A.) CLASSIC.  
Long sleeve button-  
front shirt and flare  
pants in acetate/  
nylon tricot.  
Assorted prints.  
Sizes 10 to 18, 16.00  
(6B.) ORIENTAL.  
Nylon or acetate/  
nylon print wrap  
over polyester tank  
top, flare pants.  
Red, black, navy.  
XS-SM-L, 26.00  
(6C.) COSSACK.  
Antron®III nylon  
party pajamas.  
Long sleeve tunic,  
pull-on flare pants.  
Assorted prints.  
S-M-L, 20.00





(7A.) THE WRAP. Luscious in Acrilan® acrylic pile, trimmed with polyester/acrylic pile. White or pink. S-M-L, 20.00

(7B.) VELVETY VELOUR. The wrap again—yours in pile of Acrilan® acrylic. Pink, aqua, yellow, white. XS-S-M-L, 26.00

(7C.) FANCY FLEECE WRAP in Arnel® triacetate/nylon. Satin piping, too. Aqua, hot pink. Sizes 10 to 18, 17.00



(8A.) DAISY TWIST embroidery on Antron III® nylon tricot nightgown. Pink, white, royal, P-S-M-L. 9.00

(8B.) ROBE-PJ MATCHUP Antron III® pajama, sizes P-S-M-L. 11.00. Not shown: dress-length robe. 13.00

(8C.) DAISY TWIST embroidery on Antron III® robe. Pink, white, royal. XS-S-M-L. 17.00. Scuffs, M-L. 3.50

ANTRON® III SHIFT GOWN with the same delightful daisy twist embroidery. Not shown: P-S-M-L. 7.00

DUPONT  
Antron III



**Leisure look  
fashions to  
lounge by.**

(9A.) CHINATOWN. Embroidery accents this zip-front robe of Dacron® polyester fleece. Teal, deep pink. Sizes 10 to 18, 20.00

(9B.) THE WRAP-UP. Polyester fleece with nylon satin quilt trim. Teal/light teal, deep pink/light pink. Yours in S-M-L, 26.00

(9C.) THE GRECIAN gown of Antron® III nylon satin tricot in champagne, light teal, very pink or white. Sizes P-S-M-L, 10.00

(9D.) NEW BLAZER. Contrast collar and cuffs border this Dacron® polyester fleece robe. Purple, teal. Sizes 10 to 18, 20.00

A DUPONT  
Antron® III

DACRON



10A

HOUBIGANT



10B

HOUBIGANT



10C

ONDINE



10D

ZSA ZSA

### Her favorite scents. Alluring. Stirring.

(10A.) HOUBIGANT CHANTILLY for the most feminine of women. Eau de Toilette 2 oz. spray plus 6 ounces of dusting powder, 12.00

Eau de Toilette 2.5 oz. spray mist, 6.00

(10B.) HOUBIGANT MUSK OIL Gift Tote with four delightful ways to enjoy this most sensuous of scents. ½ oz. Musk Oil, 5 oz. dusting powder. 2 oz. spray mist and 4.25 oz. Musk soap. All for 15.00

(10C.) LATOUR ONDINE For the woman who is unique, a unique scent.

Eau de Ondine, 5.50

Ondine Holiday Gift Set including Ondine Something Special, Parfum Pure Mist and Ondine Scented Moisturizing Lotion. A 15.00 value, 10.00

(10D.) ZSA ZSA for that little bit of gypsy in every woman.

Zig Zag Holiday Gift Duo including 2 oz. cologne and talc, gift boxed. 8.50

if purchased individually, 11.00  
Zig Zag parfum spray, 2 oz. gift boxed, 7.50

Use your JCPenney Charge Card



11A

Max Factor



11B

Christmas is Love

(11A.) MAX FACTOR has a variety of lovely fragrance gifts for you.  
 Hypnotique Fragrance Fantasy Duo: 5 oz. bath salts, 1¼ oz. spray cologne mist, 4.50  
 Aquarius Gift Set includes 2½ oz. classic spray cologne mist plus perfumed candle in reusable blue covered glass dish, 8.50  
 Enchanted Egg 2¼ oz. spray mist, 3.75  
 Green Apple Cologne Spray, 2¼ oz. packed for gift giving, 3.75  
 Green Apple Gift Candle, 3.75  
 Hypnotique Spray Mist cologne. Elegant fragrance flacon, 1¼ oz. gift boxed, 2.50  
 (11B.) LOVE any way you give it. A welcome way to say Christmas.  
 Love Baby Soft Duet, 2.25 oz. spray and 6 oz. body lotion, 5.00  
 Love After Bath Duet. Gift boxed 1.5 oz. body talc and 1.5 oz. spray, 4.50  
 Love Miniature Trio includes 2 oz. cologne, 2.5 oz. bath gel, 2.5 oz. smoothing lotion. Gift boxed, 5.00

Here's to  
 a very  
 romantic  
 Christmas!





12A

Revlon



12B

Coty

### Christmas is... a beautiful new fragrance.

(12A.) REVLON delights her with three of her favorite fragrances, all dressed up for the holidays.

Charlie concentrated cologne spray mist, 2 1/8 oz., 6.50

Intimate Diamond Facet spray mist, 3.75 oz., 6.00

Intimate cream sachet .32 oz., in goldenrod filigree jar. 3.00

The Moon Drops Miniature Boutique in rich, embossed velour box: 1/2 oz. concentrated cologne spray mist, 1/4 oz.

cologne, 1/4 oz. perfume oil, 6.50

(12B.) COTY gifts to please her. Emeraude Gift Set including flacon mist and dusting powder, 6.50

L'Aimant Gift Trio including spray mist, creme de parfum and parfum de toilette.

Charmingly packaged, 5.50

Fragrance candles with an antique look. Emeraude or L'Aimant, 3.75

(12C.) HELENA RUBINSTEIN offers two favorite fragrances:

Courant Eau de Parfum mist, 2 oz., 4.25

Courant Gift Set with 2 oz. Eau de Parfum mist, 4 oz.

dusting powder, 8.25

Heaven Sent spray mist flacon, 2.5 oz., 4.50

Heaven Sent Gift Set including Eau de Parfum spray mist in frosted decanter, 4 oz. dusting powder. Gift boxed, 9.50



12C

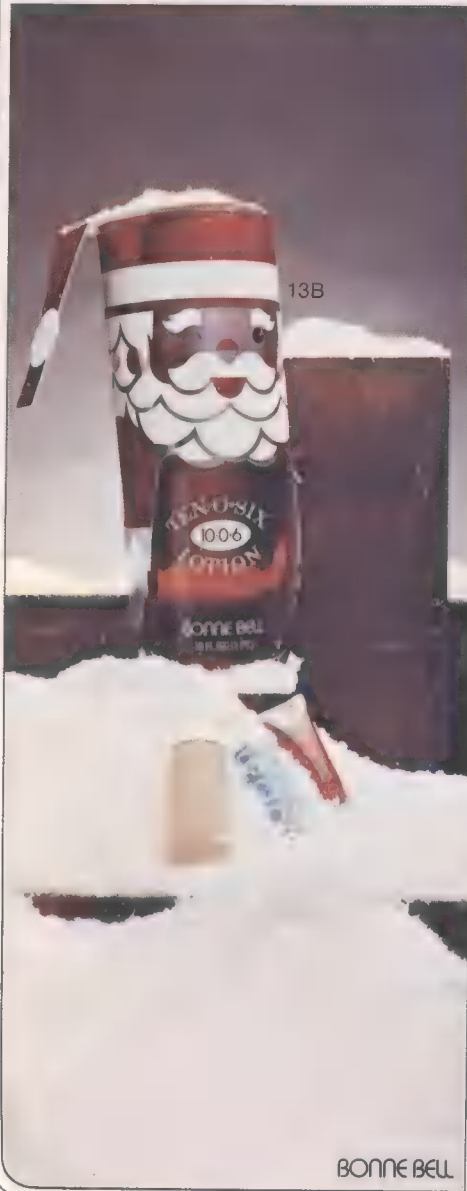
Helena Rubinstein



13A

(13A.) PRINCE MATCHABELLI wraps up some beautiful gifts. Wind Song 2 oz. cologne, 3.25 Wind Song 3.6 oz. spray mist, gift boxed, 5.50 Cachet 1.9 oz. spray mist, 3.75 Cachet Gift Duo, spray mist and perfume dusting powder, 8.00 (13B.) BONNE BELL is always doing nice things for your face. Bonne Bell "1006" lotion, 16 oz. plus five extra sample gifts from Santa, 5.75 Bonne Bell "1006" lotion, 32 oz. size plus 6 Santa samples, 9.50 (13C.) JEAN NATE Trio for the bath includes bath silk oil pour le bain, 4 oz. plus dusting powder, friction lotion, 6.00 JEAN NATE 32 oz. Friction pour le bain after bath lotion, 5.50 (13.D.) LANVIN. Promise her anything but give her Arpege. Arpege Gift Duo includes 1½ oz. Eau de Lanvin and 2¾ oz. shaker dusting powder, 6.50 Arpege Gift Trio. 1½ oz. Eau de Lanvin, 2¾ oz. shaker dusting powder, ½ oz. bath oil, 10.00 Arpege cologne atomizer, Eau de Lanvin, 7.00

**Memories  
are made of  
these....**



13B

BONNE BELL



13C

Jean Nate



13D

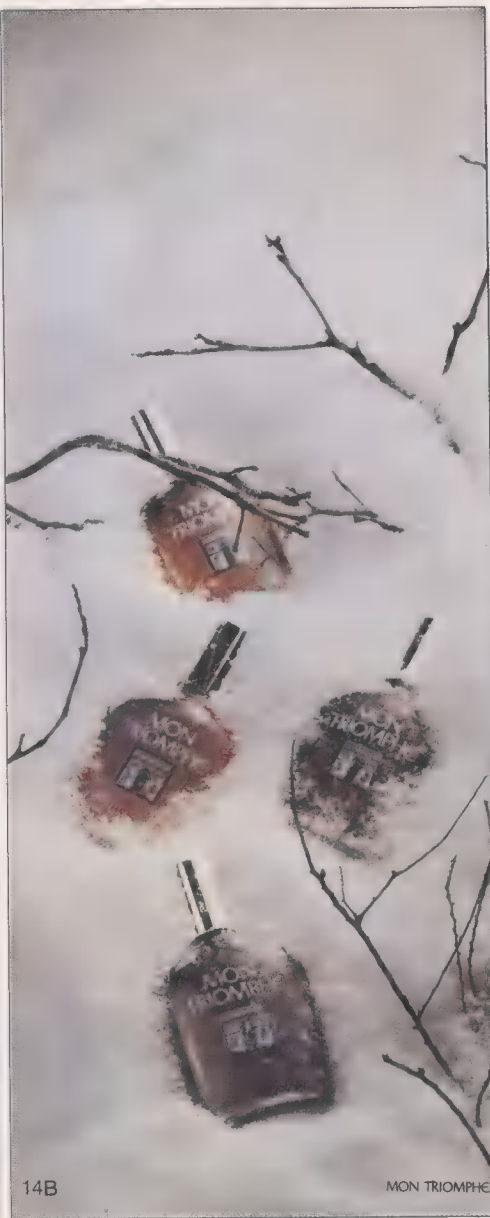
LANVIN



14A

Wind Drift

English Leather.



14B

MON TRIOMPHE

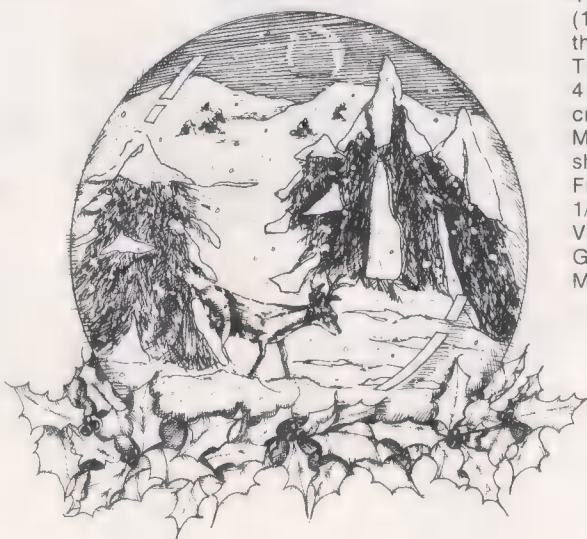


14C

Jovan

(14A.) MEM does terrific gift things with men in mind. Par 3, a JCPenney exclusive: 2 oz. English Leather cologne, 2 oz. Timberline cologne, 2 oz. Wind Drift cologne plus free toilet kit, 6.50 Wind Drift 3 3/4 oz. aftershave, 3.50 English Leather all-purpose lotion, 4 oz. size, 3.50 Cards N' Caddy: with 2 oz. English Leather After Shave, 2 oz. cologne and 2 decks of playing cards plus card tray, 5.00 Wind Drift: The Breakers includes 2 oz. after shave, 2 oz. cologne, deodorant stick, 6.00

### Splash-ons. Refreshing as the great outdoors.



(14B.) MON TRIOMPHE 4 oz. after shave, gift boxed, 4.00 Cologne, 4 oz. gift boxed, 5.00 Gift Duo, 4 oz. after shave and 4 oz. cologne, gift boxed, 9.00 (14C.) JOVAN wishes both of you the best this Christmas. The Man Act Gift Set includes Musk 4 oz. After shave/cologne, shave cream, 7.50 Musk for Men by Jovan. 4 oz. After shave/cologne. Gift boxed, 6.00 Frankincense & Myrrh perfume, 1/3 oz., 6.00 VSP cologne, 2 oz., 6.00 Grass Oil cologne, 2 oz., 6.00 Musk, 1/3 oz., 6.00



15A

BRITISH STERLING



15B

ROMANE



15C

Fabergé

(15A.) SPEIDEL'S British Sterling, what legends are made of.  
Cologne, 3.8 oz., 5.50  
2-Pc. Gift Set 3.8 oz. each:  
After Shave and Cologne. 9.50  
Santa Miniatures, ½ oz. colognes, 1.00  
(15B.) ROMANE. If he hasn't splashed it on yet, it's a must!  
S.E.X. I for daytime, Aftershave/Cologne, 4 oz., 6.00  
S.E.X. II a little bolder for evening, Aftershave/Cologne, 4 oz., 6.00  
Both in natural spray, 6.75 each  
Musk for day or night. After shave/cologne, 6.00  
Natural Spray, 6.75

**Super scents.  
We bet he's  
made one  
his very own.**

(15C.) FABERGE and BRUT have some great gift ideas for you.  
Brut Split 3.2 oz. splash, 7.00  
Brut Jet Set includes 1.5 oz. Lotion, 2 oz. Creme Shave, 2 oz. Spray Deodorant in travel kit. 5.75  
Tote Bag, includes 3.2 oz. Lotion, 1½ oz. Jr. After Shave Creme Lotion, 2.75 oz. Anti-Perspirant in travel case. 10.00





16A



16D

BUXTON



16C

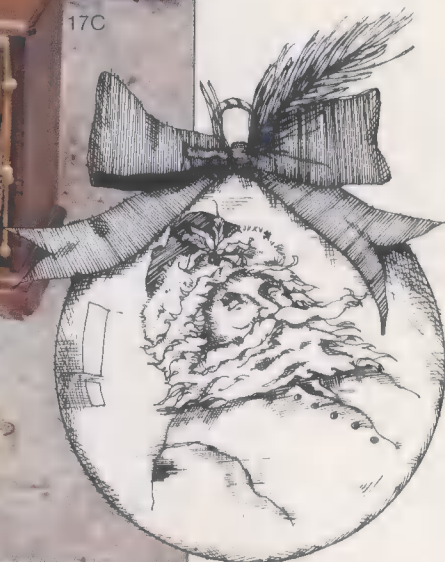
16B

**Our collection  
of new  
fashion bags.**

(16A.) CARRY A CLASSIC. Handbags tailored of rich brown or tan glaze polyurethane, 12.00  
(16B.) AN EASY ADJUSTMENT shoulder-strap to short strap, in a tailored handbag. Red, navy, or tan glaze polyurethane 9.00  
(16C.) URUGUAY 74. Genuine leather in top fashion designs and colors: tan or brown, 15.00

(16D.) LADY BUXTON®. Who else does such fine tailoring in top grain cowhide? Choose camel, navy, or green.  
The Much Clutch ..... 13.00  
Cardmaster wallet ..... 11.00  
Key-Holder..... 4.00

Use your JCPenney Charge Card



## Lots of marvelous gifts for \$3 to \$22.

(17A.) ORIENTAL CARVED WOOD jewel box with lift-out tray. Glazed walnut finish. 2 styles, 9.00

(17B.) MUSICAL JEWEL CHEST. Three drawers. Italian provincial design. White/gold, red/black 15.00  
(17C.) 6-DRAWER JEWEL BOX. Provincial-style light walnut finish. With brushed goldtone trim 22.00

(17D.) COLLECTOR'S CHOICE by Citation. Gold-tone or silver-tone rings, pins, chains. Matching earrings, pendants, bracelets and necklaces. 3.00 to 12.00

(17E.) MIRROR TRAY. Large oval size for her dressing table. 11.00

(17F.) SWIVEL MIRROR. Plain or magnifying. 6" round. 6.50

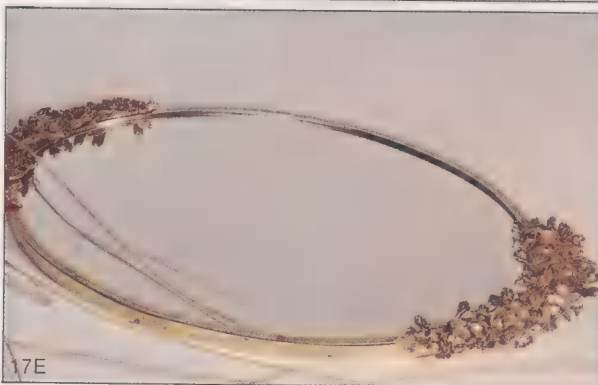
(17G.) LIPSTICK CADDY. Holds 5 lipsticks. Matches tissue box 3.00

(17H.) DRESSER SET. Assorted patterns in comb, brush, hand mirror set. Gift boxed 10.00

(17I.) TISSUE BOX. Gold-tone or silver-tone, lovebird pattern. Tissues, too. 4.75

(17J.) EARRING TREE. Matching pattern, holds many pairs, 4.75

Use your JCPenney Charge Card



17E



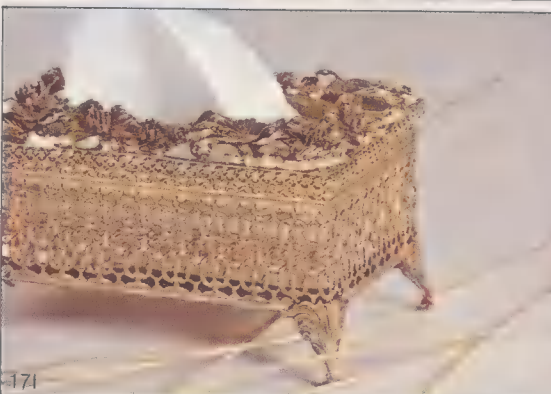
17F



17G



17H



17I



17J



Dearfoams®



{UNDOWNER}

(18A.) ORLON/SATIN scuff by Dearfoam®. Cerise, gold, red, white, turquoise. 3.50

(18B.) EMBROIDERED Dearfoam® scuff. White, blue, cerise, gold. 3.50

(18C.) VELOUR slipper by Dearfoam®. Cerise, peacock, white, yellow. 4.50

(18D.) VELOUR BOOT, lined. By Dearfoam® in cerise, red, royal, white. 6.00

Women's Dearfoam® sizes S(5-6), M(6½-7½), L(8-9).

(18E.) MEN'S STRETCH SCUFF in velour by Sundowners®. Camel/brown, navy/gold. 5.00

(18F.) ESPADRILLE for him in velour by Sundowners®. Camel, navy, red. 5.00

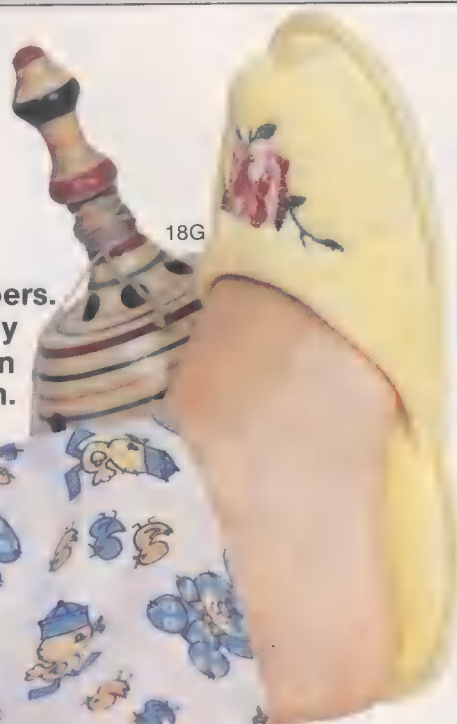
Men's Sundowners® sizes S(6½-7½), M(8-9), ML(9½-10½), L(11-12), XL(12½-13½).

(18G.) KID'S SCUFF by Angel Treads®. Blue, pink, yellow acrylic. 3.50

(18H.) BALLERINA for girls by Angel Treads®. Blue, red, pink, yellow acrylic. 3.50

Children's Angel Treads® sizes S(11-12½), M(13-1½), L(2-3½), XL(4-5½).

**Christmas slippers.**  
**Everybody**  
**pads around on**  
**cushion-y foam.**



18G

18H



Angel Treads®



19A



19D

19C



19B

**Penneypets.**  
The clothes that  
come out  
to play.

PENNEYPET™ coordinated playwear; they're the greatest! Easy-care, machine washable, no iron, and easy to pair up. (19A.) Polyester/cotton match-ups in plaids and solids. Sizes 4 to 6X. T-top, 2.69. Pants, 4.79 (19B.) Polyester/cotton match-ups. Patterned tops in blue, red or green/yellow, 2T to 4T, 3.25. Pants to match, 3.98. (19C.) Polyester/cotton patterned tops over matching corduroy pants in royal, wine, or brown; sizes 2T to 4T. Tops, 3.25. Pants, 3.98 (19D.) Polyester/cotton knit match-ups in great new colors and plaids; 4 to 7. Knit shirts, 2.29. Jeans, slim or regular, 4.49.



**It's bedtime!  
How nice  
in our warm,  
snuggly  
sleepwear.**

(20A.) ALL FLEECE. Our Monsanto S.E.F.® modacrylic / polyester oversleeper is flame retardant\*. Solids ½-1, 4.49. 1½-4, 5.49. 5-6, 6.49

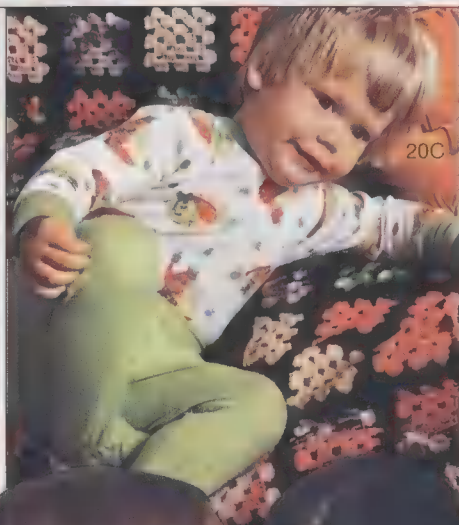
(20B.) LITTLE PJ's of flame retardant\* Dynel® modacrylic/polyester. Pullover top.

Prints. 4-5-6-8, 5.29

(20C.) OUR GRIPPER sleeper of Dynel® modacrylic/polyester in cute prints. Flame retardant\*, 1-3, 4.69

(20D.) THE KICKOFF. Football look for girls in baby doll or pajama styling. Both acetate/ polyester brushed knit in lots of soft pastels. 7-16, 5.98

\*Self extinguishing when removed from flame. All sleepwear on this page meet the test requirements of Federal Standard DOC FF 3-71.



# JCPenney

## Pre-Holiday Sale

Sale days!  
November 17-24 only.

Oodles of  
big savings  
to make  
Christmas  
even more fun.  
Enjoy, enjoy.

### SALE 9.60

(21A.) Reg. 12.00. The jacket dress, Fortrel® polyester double-knit with Arnel® crepe blouse, scaled down in perfect detail for the fashionable miss, size 7-14. In red or blue.

### SALE 8.00

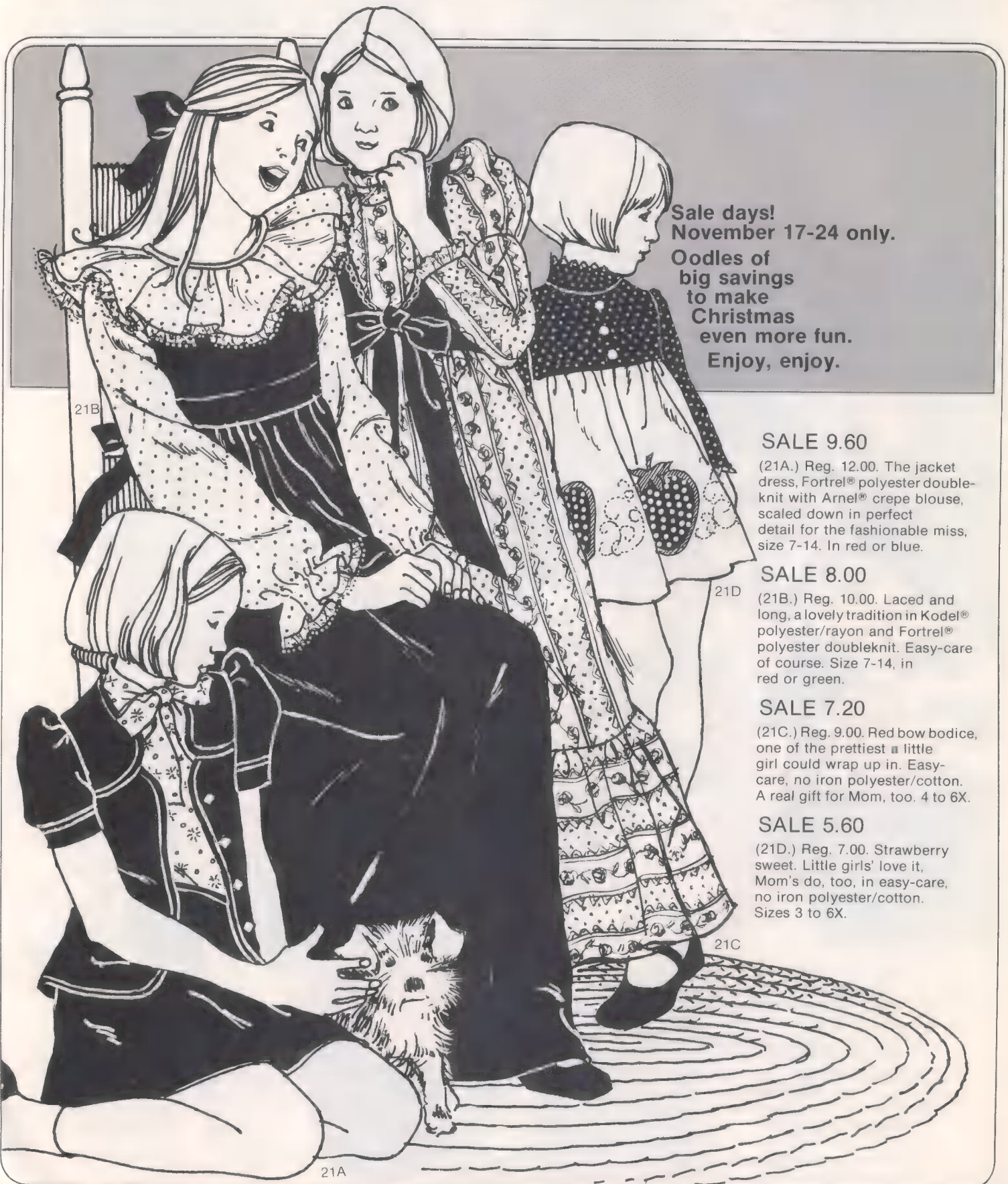
(21B.) Reg. 10.00. Laced and long, a lovely tradition in Kodel® polyester/rayon and Fortrel® polyester doubleknit. Easy-care of course. Size 7-14, in red or green.

### SALE 7.20

(21C.) Reg. 9.00. Red bow bodice, one of the prettiest a little girl could wrap up in. Easy-care, no iron polyester/cotton. A real gift for Mom, too. 4 to 6X.

### SALE 5.60

(21D.) Reg. 7.00. Strawberry sweet. Little girls' love it, Mom's do, too, in easy-care, no iron polyester/cotton. Sizes 3 to 6X.





Because  
she's special:

the luxury  
of Ultressa®  
at special  
sale prices.

**SALE 7.20**

(22A.) Reg. 9.00. Tie bow blouse of soft Ultressa® polyester. Fashion solids; sizes 32-38.

**SALE 7.20**

(22B.) Reg. 9.00. Tailored shirt with button cuffs. Ultressa® polyester in fashion colors; 30-38.

**SALE 8.00**

(22C.) Reg. 10.00. Tie bow print blouse of Ultressa® polyester in lots of patterns. Sizes 32-38.

**SALE 9.60**

(22D.) Reg. 12.00. French collar blouse of Ultressa® polyester in fashion colors; sizes 30-38.

Sale prices effective November 17 through November 24

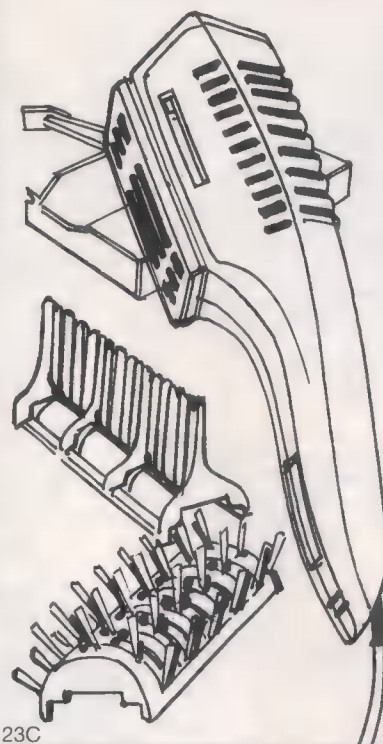


**SALE 2.99**

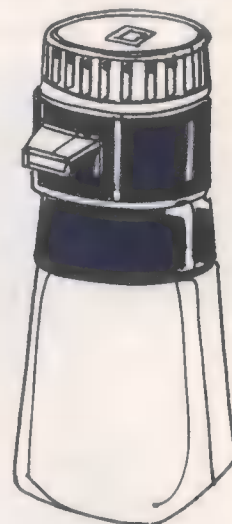
(22E.) Reg. 4.50. Embroidered terry ballerina slipper. In fashion colors, sizes S,M,L,XL.



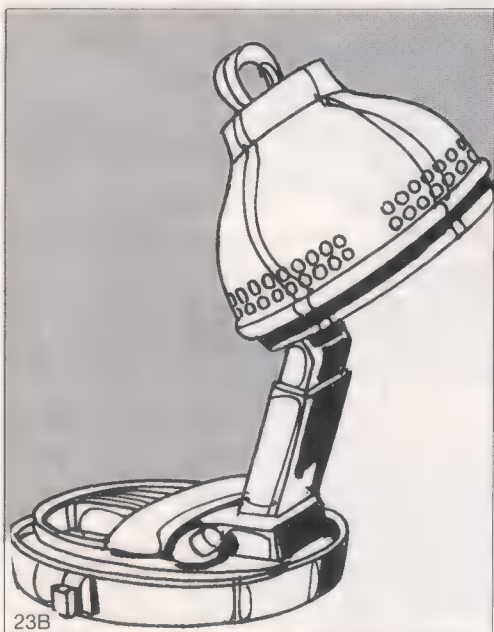
23A



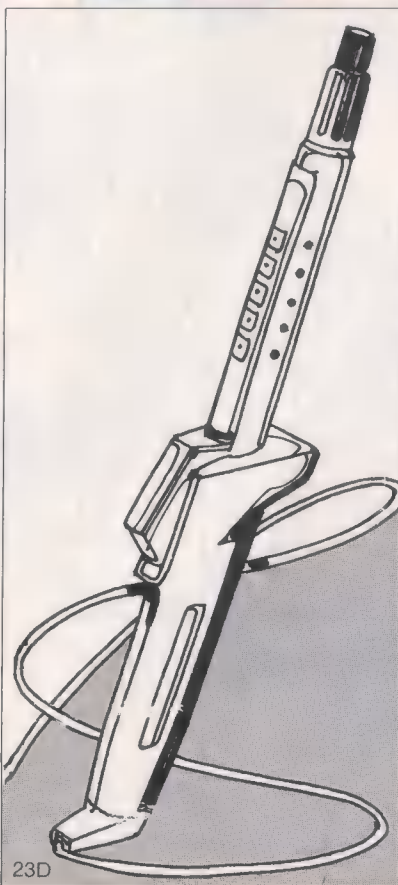
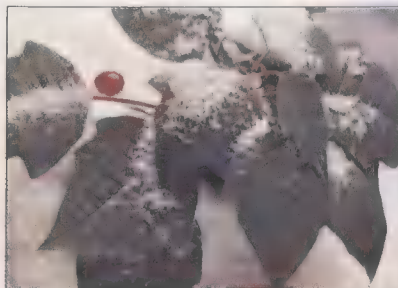
23C



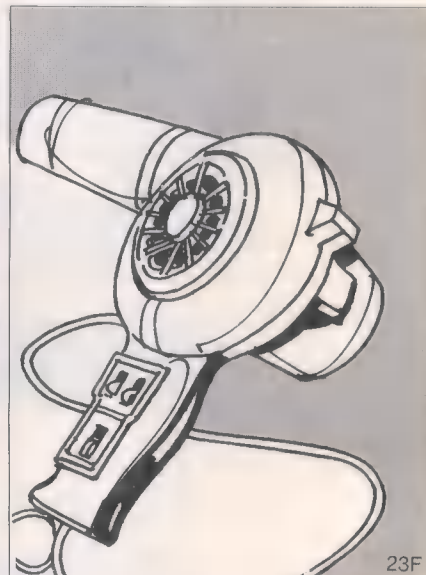
23E



23B



23D



23F

**On sale.  
The latest and  
greatest in  
personal care.  
Wrap them up now  
at big savings.**

### **SALE 23.99**

(23A.) Reg. 28.99 JCPenney Deep Heat Back Massager has 8 heat/massage combinations, remote control switch.

### **SALE 16.99**

(23B.) Reg. 19.99 JCPenney Hard Hat Dryer. Jumbo hood; 4 heat settings.

### **SALE 14.99**

(23C.) Reg. 17.99. 850 watt Mist Styler/Dryer has 2 heat settings, 3 attachments.

### **SALE 10.44**

(23D.) Reg. 12.99. JCPenney Mist Curling Iron. Swivel cord, built-in safety pedestal.

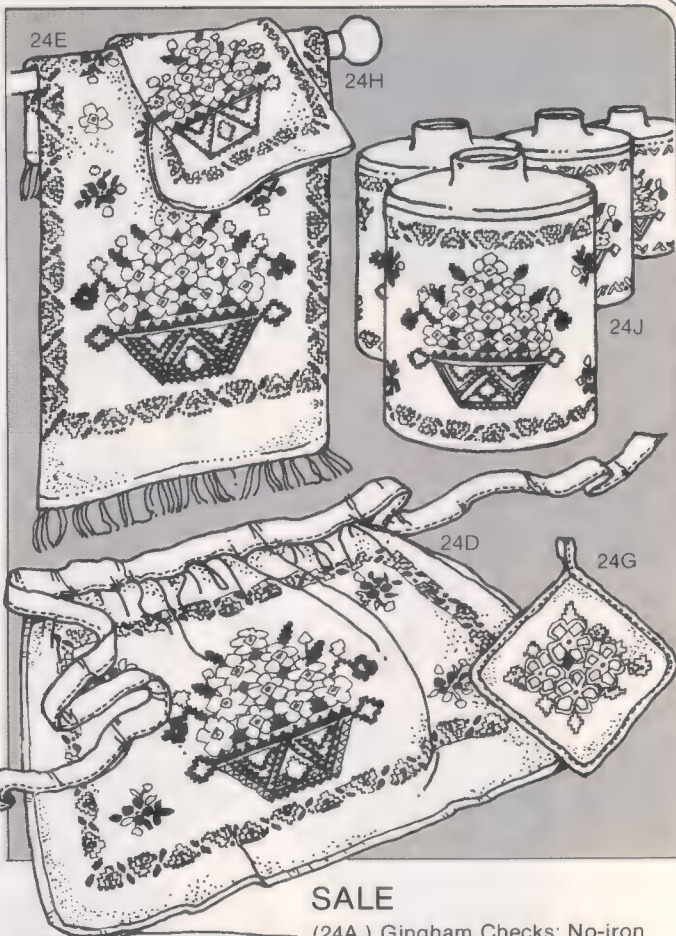
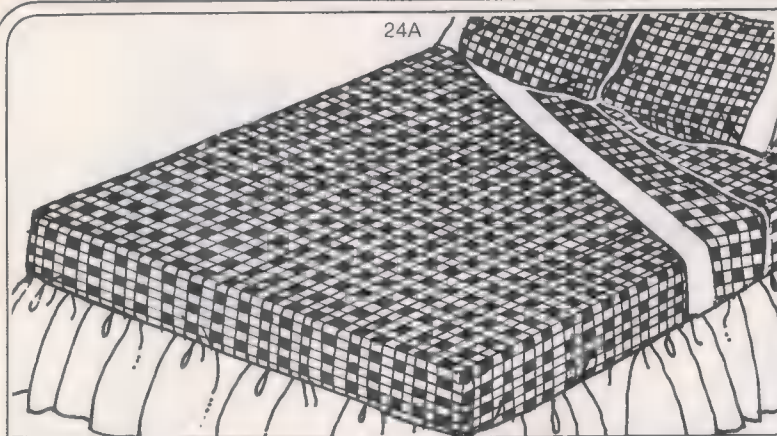
### **SALE 7.99**

(23E.) Reg. 9.99 JCPenney Hot Lather Dispenser with ready-switch signal. Uses most 6-11 oz. cans of shave cream.

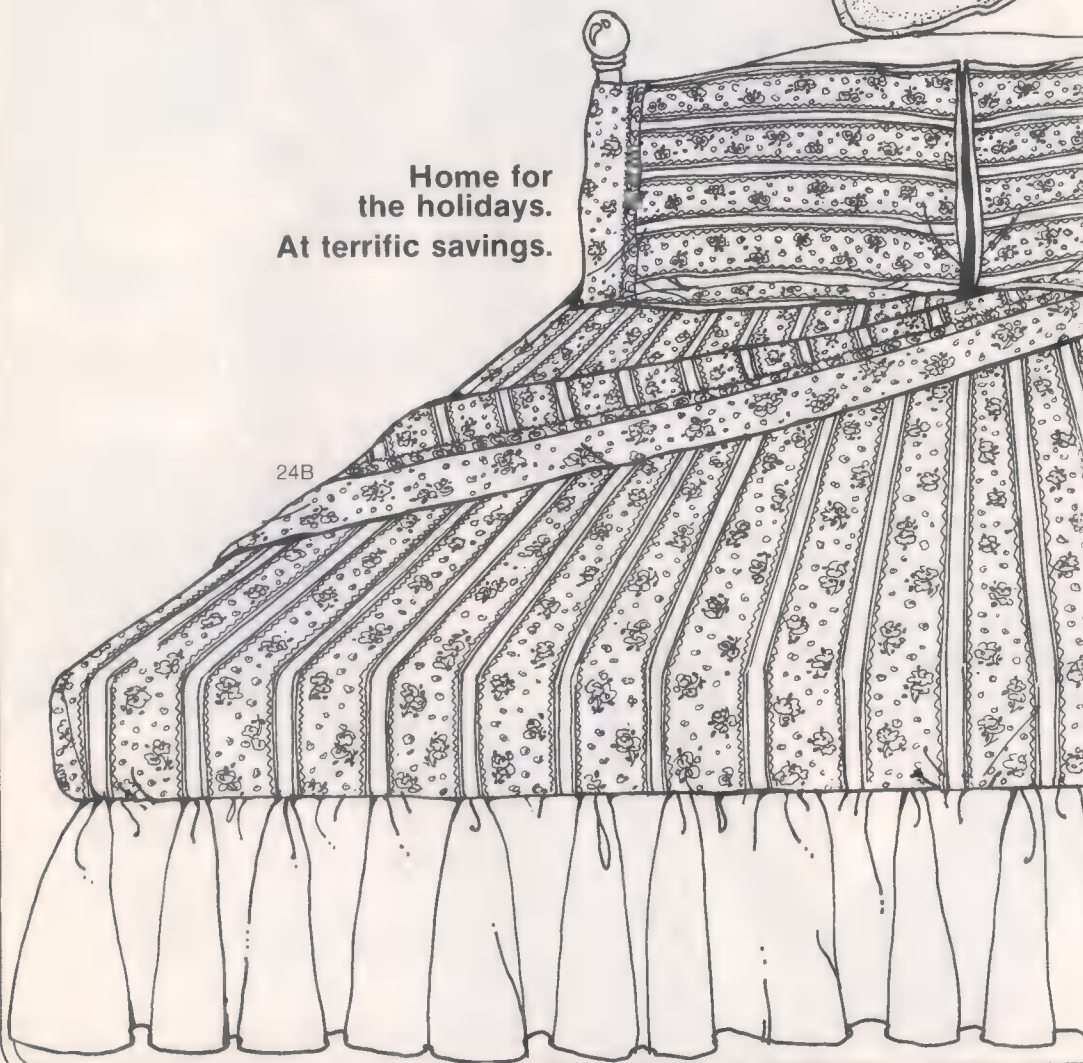
### **SALE 16.99**

(23F.) Reg. 19.99. 1000 watts of drying power here! Our Pro-Type Dryer has variable temperature settings and concentrator.

Sale prices effective  
November 17 through November 24



Home for  
the holidays.  
At terrific savings.



## SALE

(24A.) Gingham Checks: No-iron polyester/cotton muslin sheets and cases. Assorted colors. Flat and fitted are the same price.

72x104 Twin, reg. 4.29, Sale 3.48

81x104 Full, reg. 5.29, Sale 4.48

Queen size, reg. 9.29, Sale 7.78

King size, reg. 11.29, Sale 9.48

2 Pillowcases, reg. 3.79, Sale 3.18

(24B.) Dimity: No-iron printed

percale sheets and cases of

polyester/cotton. Attractively

decorated with tiny floral print.

Flat and fitted are the same price.

72x104 Twin, reg. 5.49 Sale 4.48

81x104 Full, reg. 6.49 Sale 5.48

Queen size, reg. 10.49, Sale 8.88

King size, reg. 12.49, Sale 10.48

2 Pillowcases, reg. 4.59, Sale 3.78

Kitchen Coordinates: All

matching pieces are multicolor

Needlepoint design.

(24C.) No-iron polyester/rayon table-

cloth with Soil Release®.

72" round, reg. \$12, Sale 9.60

52x70", reg. 7.50, Sale 6.00

(24D.) Sheared terry apron,

reg. 2.69, Sale 2.15

(24E.) Sheared terry kitchen towel,

reg. 1.35, Sale 1.08

(24F.) Polyester/rayon

table napkins. 17x17",

reg. 4.25 pkg. of 4, Sale 3.40

(24G.) Sheared terry potholder,

reg. 79¢, Sale 63¢

(24H.) Sheared terry dishcloth,

reg. 79¢, Sale 63¢

(24I.) Vinyl foam-backed

place mat, reg. 89¢, Sale 71¢

(24J.) 4-pc. metal canister set,

reg. 7.99, Sale 6.39

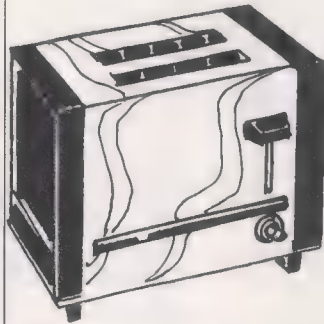
Sale prices effective  
November 17 through 24.

# JCPenney

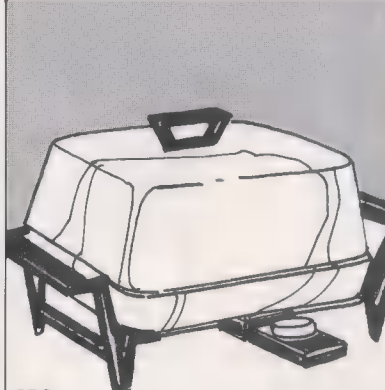
## Pre-Holiday Sale



25A



25B



25C



25D

### SALE 23.19

(25A.) Reg. 28.99.  
JCPenney Waffle Maker.  
Reversible Teflon® grid.

### SALE 14.39

(25B.) Reg. 17.99.  
JCPenney 2-slice Toaster.

### SALE 15.99

(25C.) Reg. 19.99.  
JCPenney High Dome  
Fry Pan.

### SALE 23.19

(25D.) Reg. 28.99.  
JCPenney Ice Cream  
Freezer.

### SALE 23.19

(25E.) Reg. 28.99.  
JCPenney Griddle Server.  
No-stick cooking surface.

### SALE 7.99

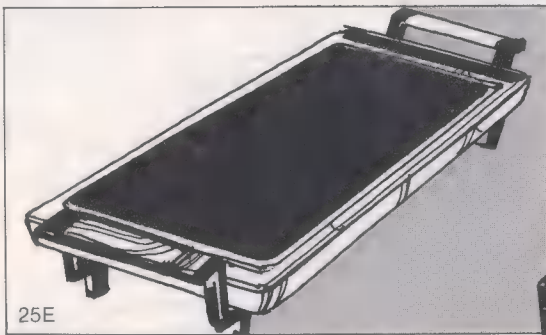
(25F.) Reg. 9.99.  
JCPenney Self-Buttering  
Corn Popper. Turns off  
automatically.

### SALE 26.39

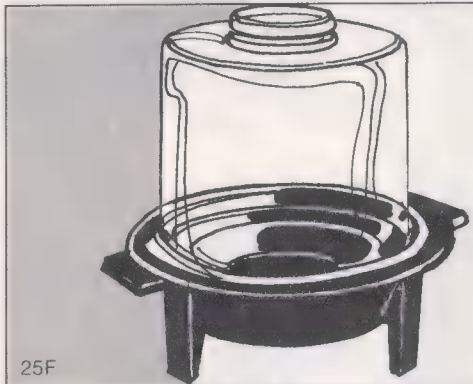
(25G.) Reg. 32.99.  
JCPenney Deluxe Push-  
Button Broiler.  
Bakes or broils.

### SALE 15.99

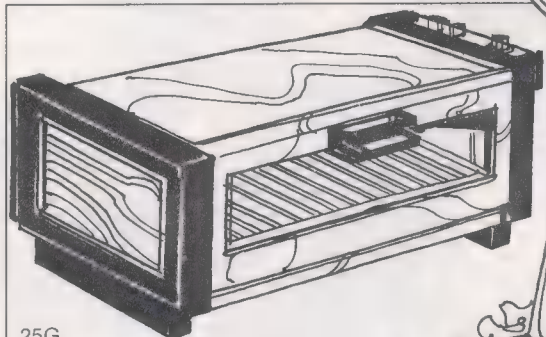
(25H.) Reg. 19.99.  
JCPenney 7-Speed  
Blender. With flash  
blend button.



25E

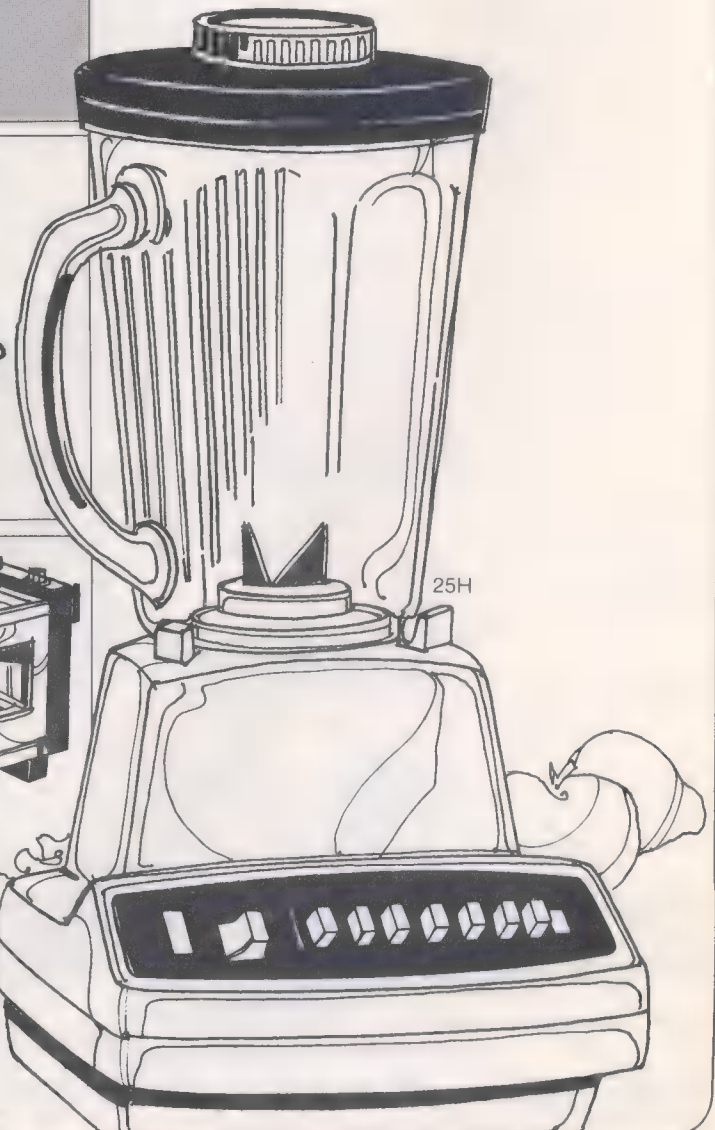


25F



25G

Get 20% savings  
and a 1-year guarantee  
when you give  
one of our work savers.



25H

**GUARANTEE:** Within one year of purchase, we will replace any JCPenney appliance, if defective, with a new one of equal or superior value. Just return it to JCPenney.

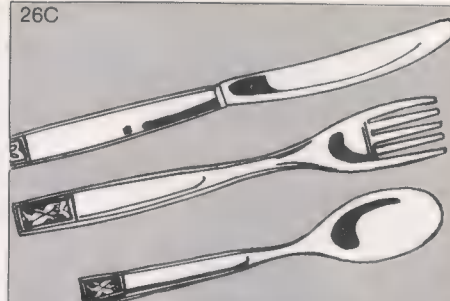
26A



26B



26C



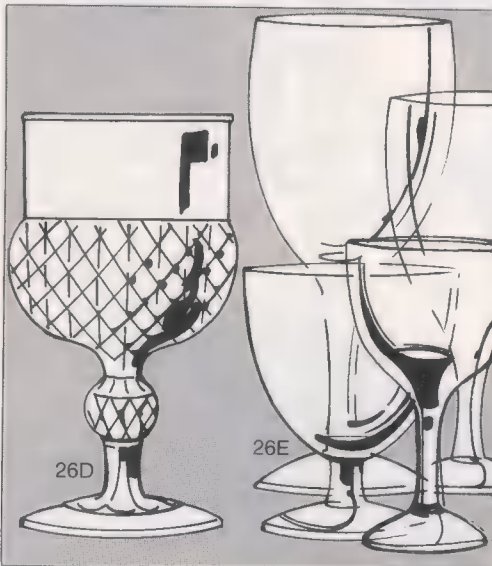
### 25% off stemware.

#### SALE 2.99 set

(26D.) Reg. 4.00 set. Sets of 4:  
12 oz. Goblets.

#### SALE 4.50 set

(26E.) Reg. 6.00 set. Sets of 4:  
11 oz. Goblets, 5 oz. Wine Glasses  
or 11 oz. Brandy Snifters.



### 25% off flatware.

#### SALE 25.48

(26A.) Reg. 33.98. Latin Quarter. 50-pc.  
stainless steel service for 8.

#### SALE 17.23

(26B.) Reg. 22.98. Atlantis. 50-pc.  
stainless steel service for 8.

#### SALE 13.48

(26C.) Reg. 17.98. Saxony. 42-pc.  
stainless steel service for 8.

Sale prices effective  
November 17 through November 24

Use your JCPenney Charge Card

### 25% off china dinnerware. It's the nicest way to serve you and yours.

#### SALE 60.00

(26F.) Reg. 80.00. Marianna.  
59-pc. service for 8.



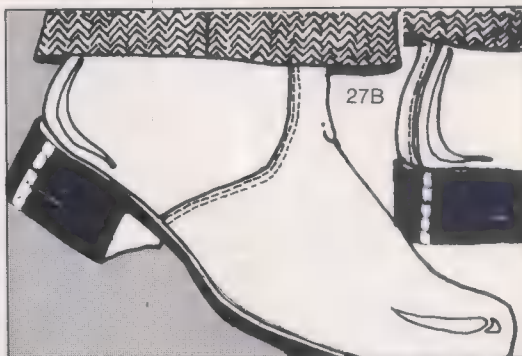
26F

# JCPenney

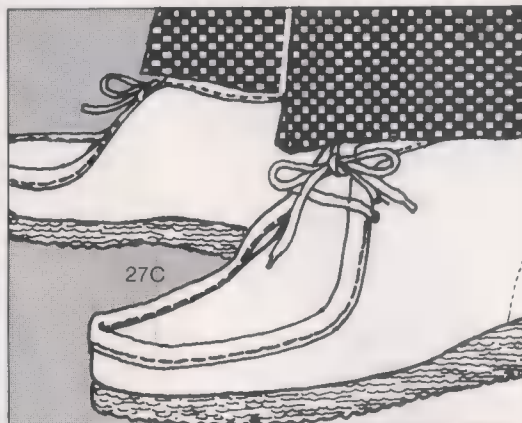
## Pre-Holiday Sale



27A



27B



27C

### SALE 17.60

(27A.) Reg. 22.00. Wing-tip brogue with Goodyear Welt Construction. Grain leather uppers. In antique brown or black. C,D widths.

### SALE 20.80

(27B.) Reg. 26.00. Dress boot in rich bootmaker finished leather. Side zipper. In redwood, black or golden tan. B,C,D,E widths.

### SALE 13.59

(27C.) Reg. 16.99. Moc toe casual with full grain brushed leather uppers. Crepe sole. Chino or mocha. B,D widths.

### SALE 21.60

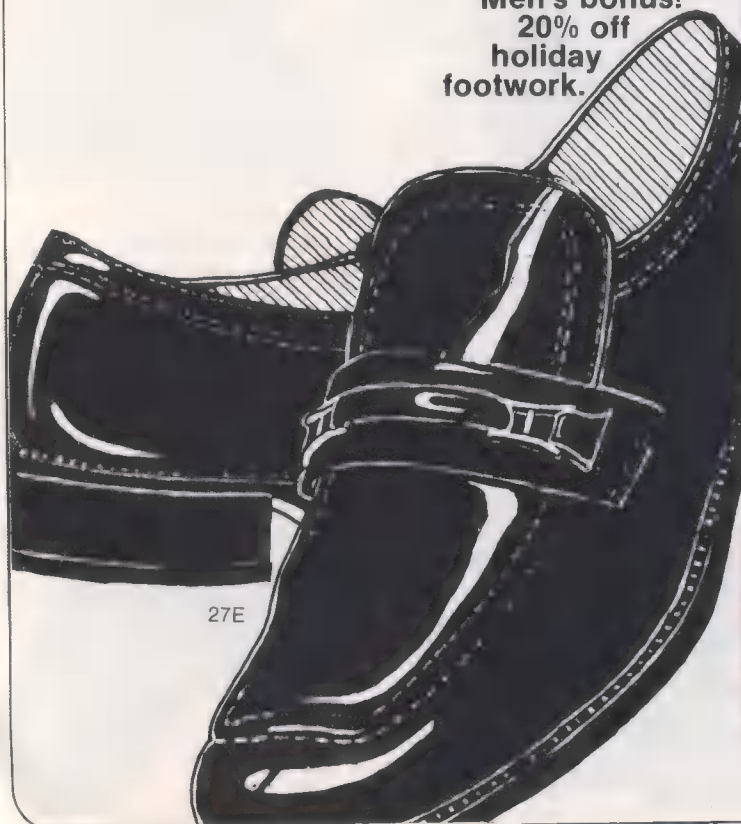
(27D.) Reg. 27.00. Hiking boot with lug rubber sole and heel. Leather uppers, padded collar, cushion insole. Brown smooth, sand brushed. B,D widths.

### SALE 18.40

(27E.) Reg. 23.00. Patent leather slip on with leather quarter linings and outsoles. Black or burgundy. A to E, EEE widths.

Sale prices effective November 17 through November 24

**Men's bonus!**  
20% off  
holiday  
footwork.

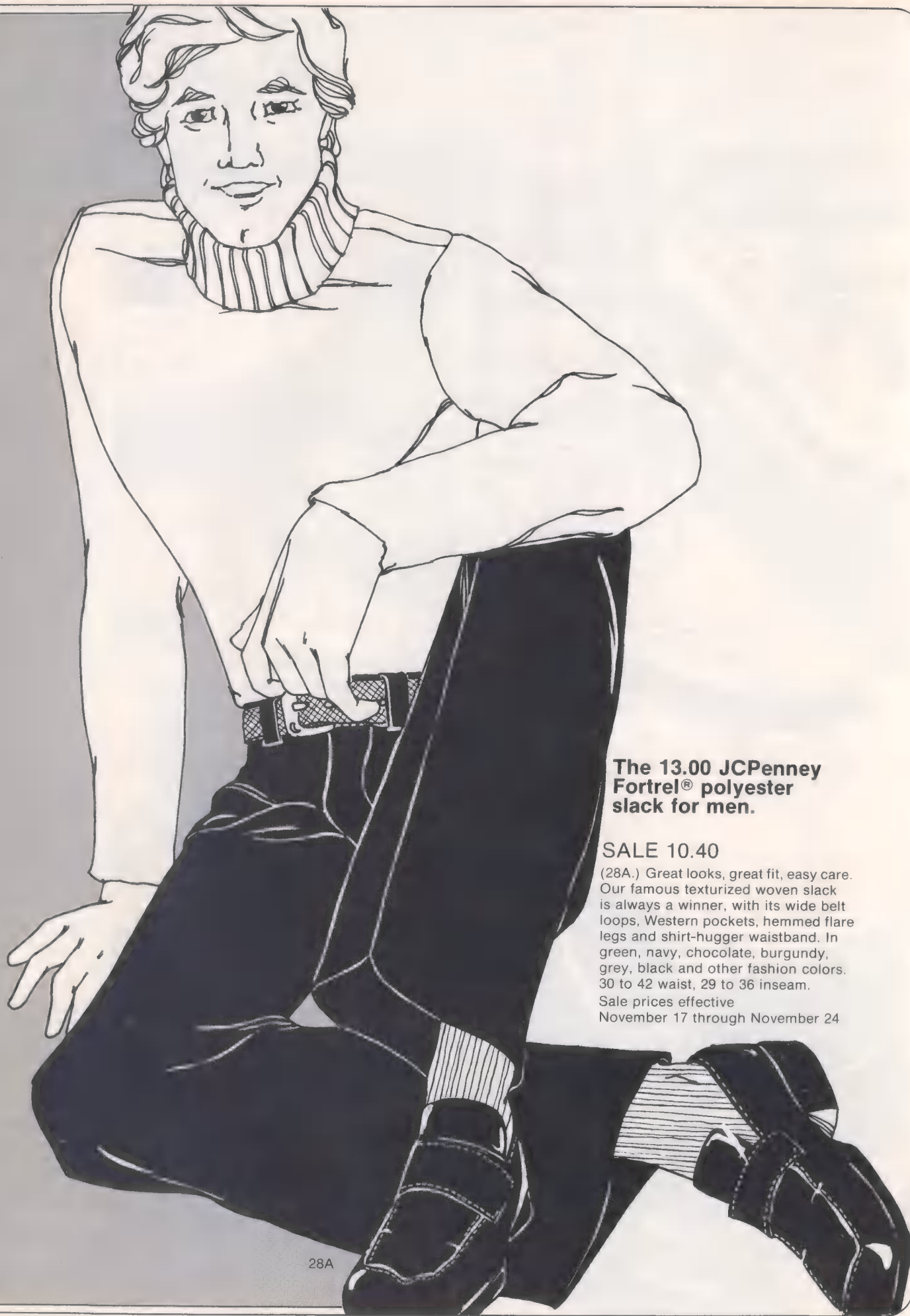


27E



27D





**The 13.00 JCPenney  
Fortrel® polyester  
slack for men.**

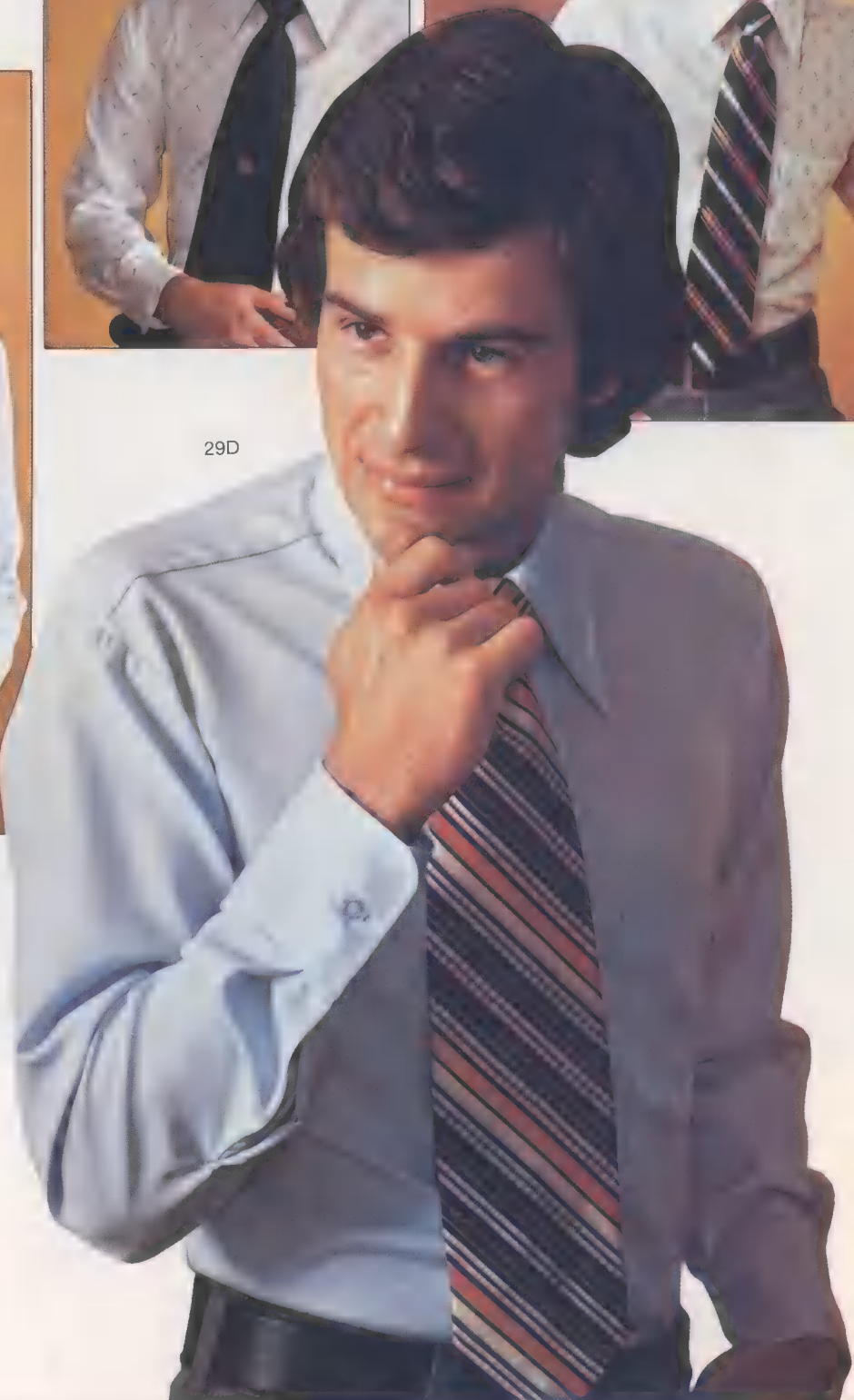
**SALE 10.40**

(28A.) Great looks, great fit, easy care. Our famous texturized woven slack is always a winner, with its wide belt loops, Western pockets, hemmed flare legs and shirt-hugger waistband. In green, navy, chocolate, burgundy, grey, black and other fashion colors. 30 to 42 waist, 29 to 36 inseam.

Sale prices effective  
November 17 through November 24

28A

**The Ultressa® shirts.  
The Qiana® ties.  
Only the best, for him.**



(29A.) THE FANCY SHIRT of Ultressa® with dobby and satin accents. Long point fused collar. Blue, tan, maize, green. 14½ to 17 neck, 32 to 35 sleeve, 10.00  
(29B.) SHIRT AND TIE SET, both of Ultressa®. Print shirt, solid tie with embroidered motif. Long sleeve, barrel cuff. Blue, green, brown, berry. Sizes as above, 14.00  
(29C.) THE PRINT SHIRT of Ultressa® texturized Dacron® polyester. Long point fused collar, assorted neat prints, 11.00  
(29D.) THE SOLID SHIRT of Ultressa® texturized Dacron® polyester. Blue, tan, maize, green. Sizes as above, 10.00  
THE QIANA® TIES, sensational stripes in repp and twill weaves. 4¼" wide. Qiana® nylon for practical luxury, 5.00



30A

30B



(30A.) THE DUPONT QIANA® MAN'S 'SUPER BLAZER' with the luxurious look and feel of silk. In Qiana® nylon and Dacron® polyester. Find navy and other handsome solid fashion colors. 36 to 46 regular, long, short, 60.00

(30B.) THE DUPONT QIANA® SLACK, double-knit of Qiana® nylon and Dacron® polyester. Oyster, navy, brown, black, hunter green, burgundy, grey, light blue, camel, yellow or white. 30 to 42 waist, 29 to 36 inseam, 25.00



**Qiana®**  
—the ultimate  
fabric for him—  
for Christmas.

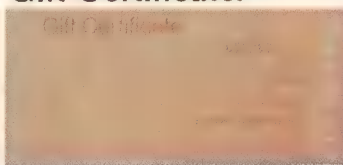
(31A.) QIANA® NYLON knit shirt with long point collar, long sleeve, and double contrast stitching. Navy, brown, green, burgundy, white, red, maize, light blue and tan. S-M-L-XL, 13.00

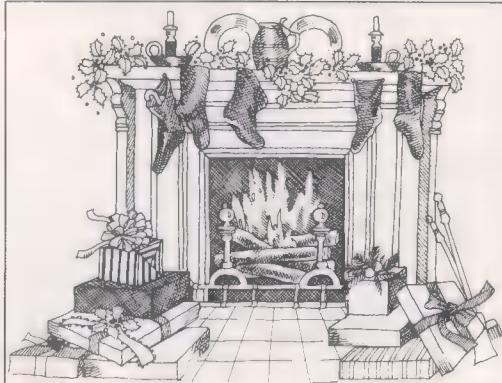
(31B.) QIANA® NYLON PRINT SHIRT with long sleeves, long point collar, one-button cuff. Terrific with Qiana® slack. Blue, brown, burgundy/red, green assortments. S-M-L-XL, 15.00

(31C.) QIANA® SPORT SHIRT in solid Qiana® double knit nylon with contrast stitching. Zip placket front, short sleeve. Light blue, maize, light green, beige, white, navy. S-M-L-XL, 12.00

### The JCPenney Gift Certificate.

Easy way to wrap up Christmas, specially on gifts that go long-distance. It's good in any of our 1600 stores coast to coast. Alaska, Hawaii and Puerto Rico, too.





**Pure Wool.  
In a class  
by itself.**

(32A.) A PERFECT GIFT for the man you feel that way about. Our classic virgin Shetland wool crewneck pullover. Machine washable, of course. Full-fashioned in light brown, brown, burgundy, natural, grey, light blue, navy, green. S-M-L-XL, 13.98

Use your JCPenney Charge Card



**The sweater returns.  
Standing alone or  
teamed with shirts.**

(33A.) FISHERMAN KNITS, 2 ways. Turtleneck and crewneck sweaters of Wintuk® Orlon® acrylic. Machine washable, of course. S-M-L-XL in tan, light blue, or natural. 15.98

(33B.) SHIRT AND SWEATER SET. Solid long sleeve shirt, polyester/cotton under sleeveless acrylic sweater. Navy/lt. blue, green/lt. green, brown/tan, tan/brown, lt. blue/dark blue, red/white. S-M-L-XL. 15.00 Same as above in print and solid 15.00. Gift boxed.

(34A.) COTTON TERRY ROBE for him. Shawl collar, S-M-L-XL. Medium blue, green, gold, dark blue, white, spice brown, 12.98

(34B.) NO-IRON SPORTJAMAS of polyester/cotton in plaids and prints. Assorted colors in S-M-L-XL, 8.98

(34C.) GIFT BOXED VELOUR robe with shawl collar. Arnel® triacetate/nylon. Burgundy, navy, royal blue, gold, green, dark brown. S-M-L-XL, 18.98 Or, the kimono in one size to fit all, 16.98

(34D.) TEXTURIZED POLY-ESTER SOLID TWILL sport shirts with long point collar. Navy, brown, burgundy, red, blue, tan, green, maize, white, black, lt. blue, lt. green, redwood. S-M-L-XL.

Long sleeve 9.00 Short sleeve 8.00

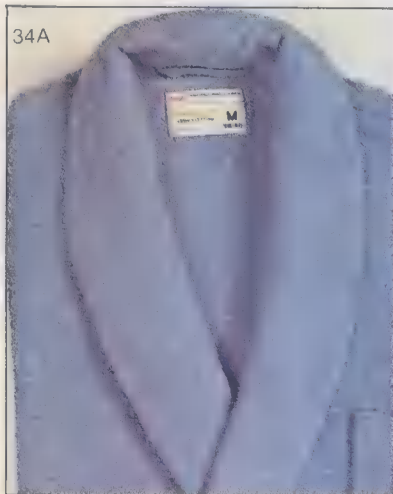
(34E.) TEXTURIZED POLY-ESTER PATTERNED shirt. Long point collar, one-button cuff. Blues, browns, burgundy/reds, greens. S-M-L-XL. Long sleeve 9.00 Short sleeve 8.00



34B

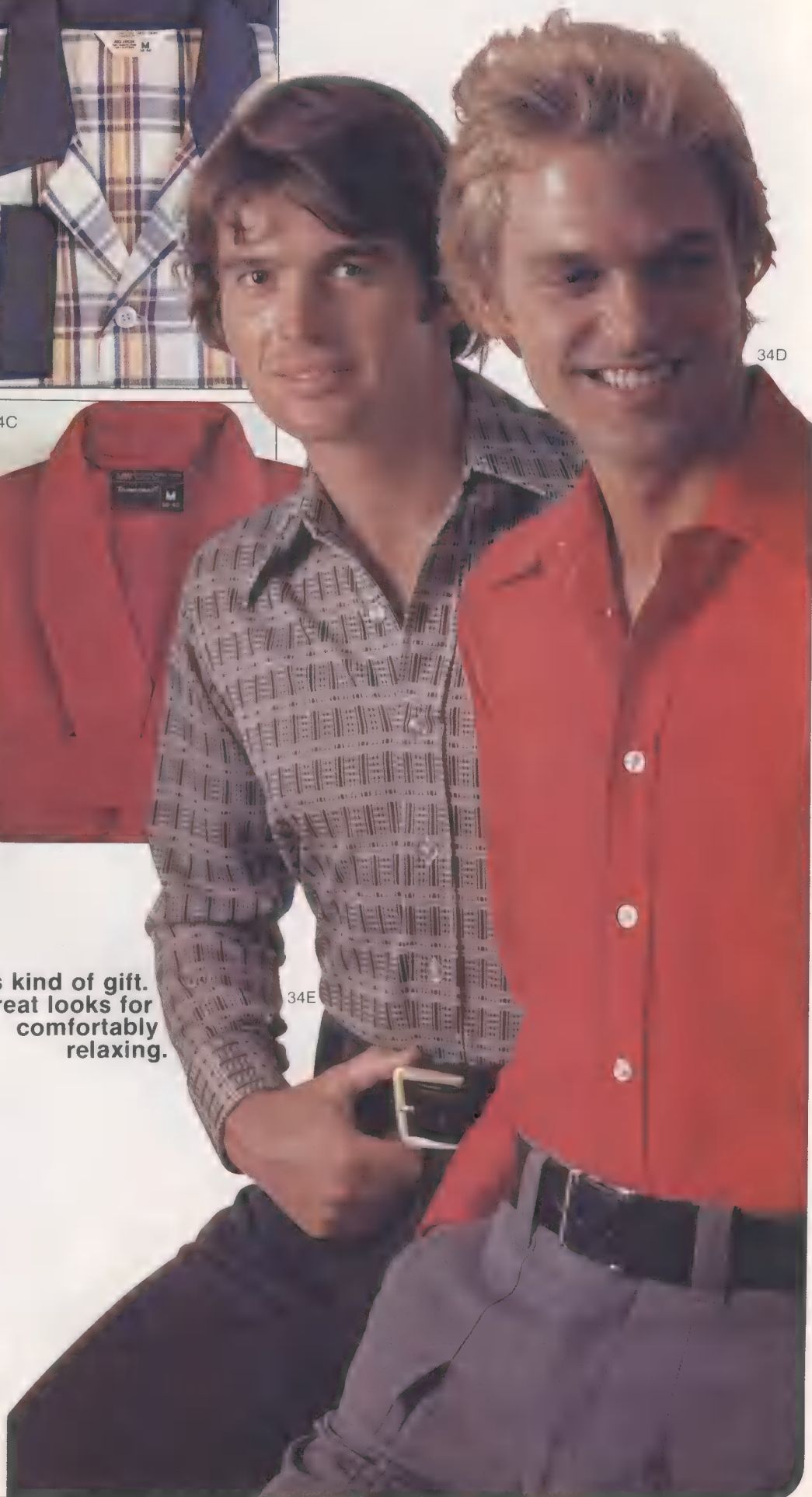


34C



34A

His kind of gift.  
Great looks for  
comfortably  
relaxing.



34E

34D



(35A.) BATTLE-JACKET leisure suit of texturized polyester. In brown, blue or green plaids. 36-46, 55.00  
 (35B.) TURTLENECK, Ban-Lon® sweater of 100% nylon. Assorted fashion solids. Machine washable. Gift boxed. S-M-L-XL, 7.98

\*Bancroft trademark

(35C.) SAFARI-STYLE leisure suit of texturized polyester. Pleated pockets, epaulets. In navy, tan, or hunter green. 36 to 46 evens, 50.00  
 (35D.) LINEN-LOOK POLYESTER slacks in Enka Strialene® with wide belt loops, Western pockets. In tan, blue, natural, navy, mint or maize, 13.00

(35E.) ENKA STRIALENE® polyester short sleeve sport shirt. Blue, maize, ecru, navy, green. S-M-L-XL, 10.00

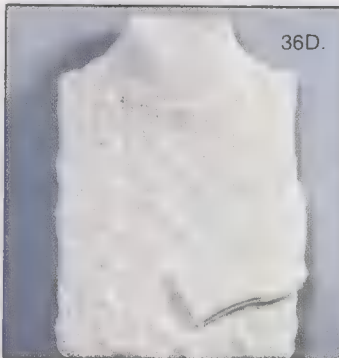
(35F.) VELOUR-LOOK shirt jacket with placket front, contrast stitching. Green, natural, brown, navy. S-M-L-XL, 25.00



36B

36C.

**Clothes for boys.  
He won't even mind  
they're not toys.**



36D.



36E.

(36A.) GIFT BOXED SHIRT AND SWEATER. Acrylic solid sleeveless V-neck over polyester/cotton print long sleeve shirt. Assorted colors. 8 to 18. 8.98

(36B.) GIFT BOXED WESTERN SHIRT, with string tie. Print or embroidery on yoke. Blue, burgundy, natural, black. Sizes 3 to 7. 4.98

(36C.) Sizes 8-20 (without string tie). 6.98

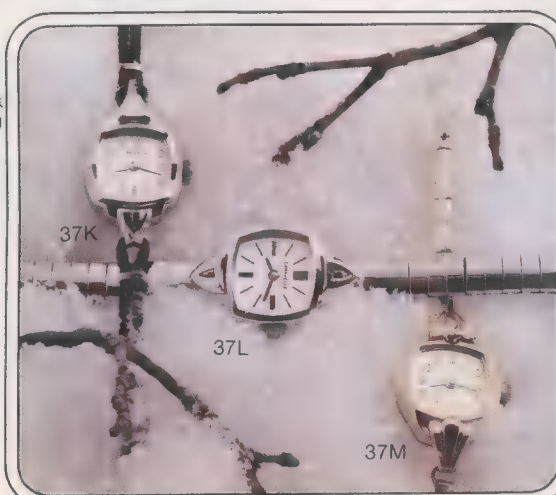
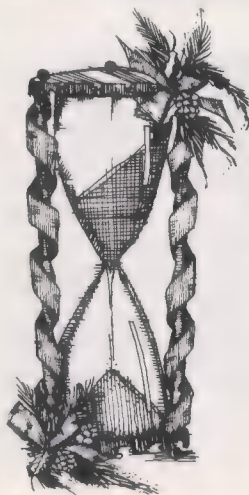
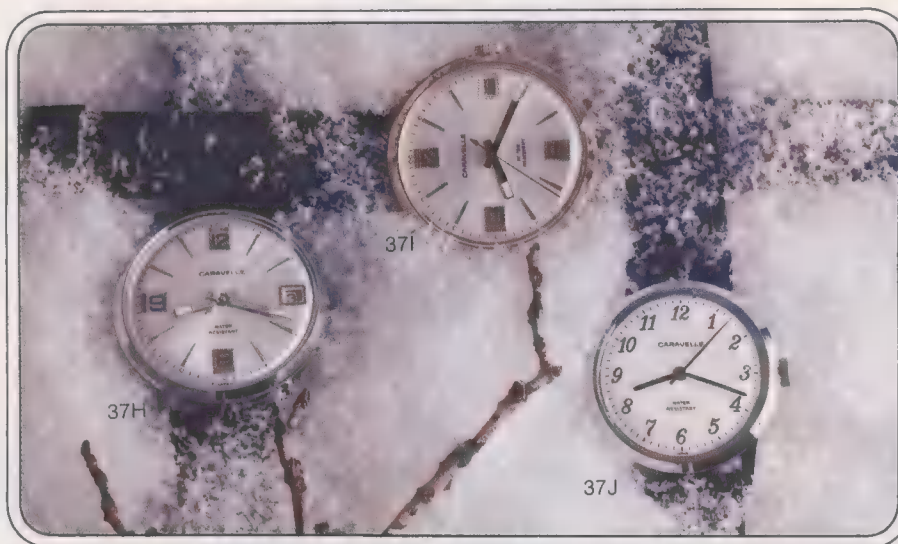
(36D.) FISHERMAN KNIT bulky sweaters with mock or full turtlenecks. 100% acrylic. Natural, S-M-L. 7.98

(36E.) GIFT BOXED Ban-Lon® SHIRT of 100% nylon, 3-button placket collar. Short sleeves. S-M-L-XL for 8-20. Navy, light blue, berry, dark green, chocolate, 3.98. (not shown) Gift Boxed Ban-Lon® ribbed turtleneck of 100% nylon. Long sleeves. 8 to 20. 3.98.

36A.

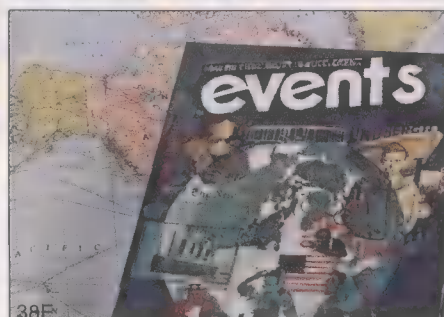
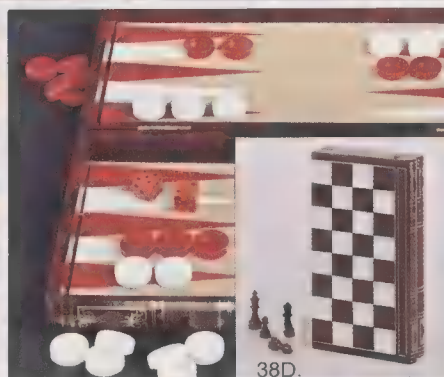
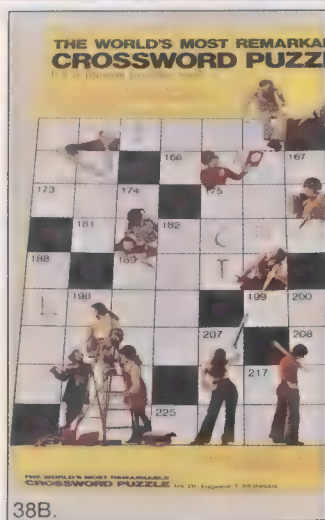
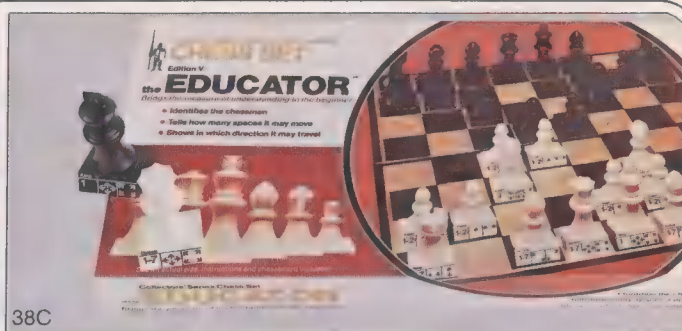


\*Bancroft trademark



- (37A.) LADIES' direct-read digital watch. Lucite®. 19.95
- (37B.) LADIES' kaleidoscope sport watch. White/black, 15.95
- (37C.) LADIES' tortoise-look bangle watch, with pretty gold-tone face, 21.95
- (37D.) LADIES' slim double-band bracelet watch. 21.95
- (37E.) LADIES' richly filigreed fashion pendant watch. 17.95
- (37F.) LADIES' Lucite® bubble watch with blue face. 14.95
- (37G.) LADIES' cameo ring watch in gold-tone, 17.95
- (37H.) MEN'S Caravelle® calendar watch, in silver-tone. 22.95
- (37I.) MEN'S Caravelle® calendar watch in gold-tone metal. 24.95
- (37J.) BOYS' Caravelle® shock and water resistant watch, only 14.95
- (37K.) LADIES' cord watch, Caravelle® in Silver-tone face, 17.95
- Gold-tone face, 17.95
- (37L.) LADIES' 17J. silver-tone bracelet watch, Caravelle®, by Bulova. 28.95
- In gold-tone, 28.95
- (37M.) LADIES' 17J. Caravelle® slim gold-tone bracelet watch, 24.95
- In silver-tone, 24.95

Use your JCPenney Charge Card



## JCPenney has the games that people play.

(38A.) CHESS TABLETTE: 9" board on 10x16x2" tablette. Brown/tan pieces. 12.00

(38B.) CROSSWORD JIGSAW puzzle by Springbok: First solve the crossword, then do the jigsaw. 5.95

(38C.) EDUCATOR CHESS: For teaching or playing. Black and white pieces. 13.00

(38D.) JCPENNEY Chess/Checkers/Backgammon set: 10.99

(38E.) EVENTS: Game of current events and recall. 3M Bookshelf Game. For 4 to 6 players. 10.95

(38F.) FACTS IN FIVE: A game of knowledge for any number of players. 3M Bookshelf Game. 10.95

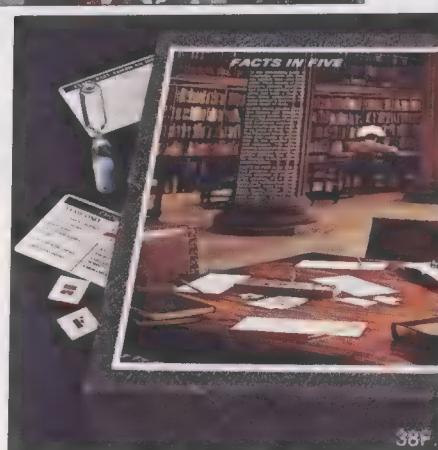
(38G.) 1776 CHESS in Shadow Box: Pieces have an Early American design. 27.50

(38H.) FOIL: A game of words and wit for 2 to 4 people. A 3M Gamette. 5.00

(38I.) EVADE: A game of bluff in which 2 players try to outmaneuver each other. A 3M Gamette. 5.00

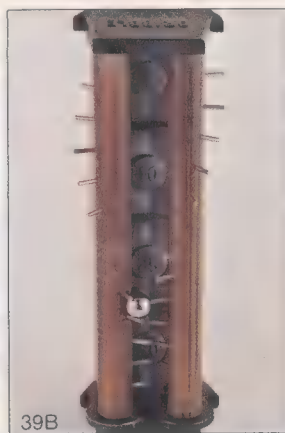
(38J.) NOSTALGIA MAGIC: 15 tricks you can do. And the 50 greatest tricks of the past half century explained. 15.00

At JCPenney Stationery Departments

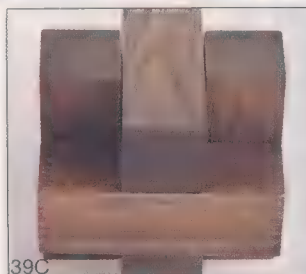




39A



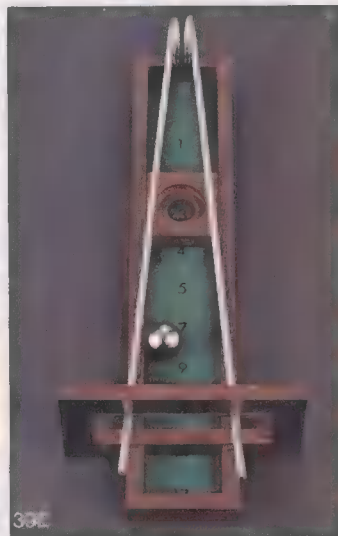
39B



39C



39D



39E

## And new games that people are discovering.

(39A.) JCPENNEY LABYRINTH.

The age-old maze game. 13.95

(39B.) DRIBBLE. A game of coordination. 12.95

(39C.) WOODN'T CROSS. If you can take it apart, the challenge is to put it together. 3.50

(39D.) TABLE DRAW POKER. Play draw poker, stud poker or blackjack. 8.77

(39E.) EGO TRIP. A game of personal challenge. 5.00

(39F.) OPTICAL PUZZLES 2.00

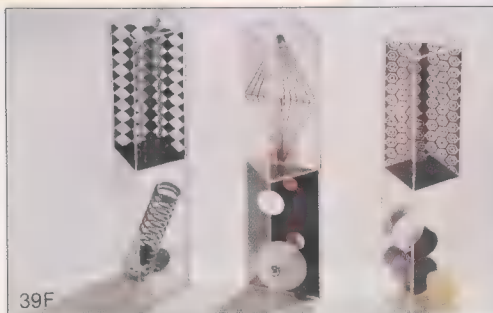
(39G.) BACK-IN-THE-BOX. A 4" cube puzzle. 6.00

(39H.) YOUR SECRET-SELF. Jigsaw puzzle by Springbok. 5.95

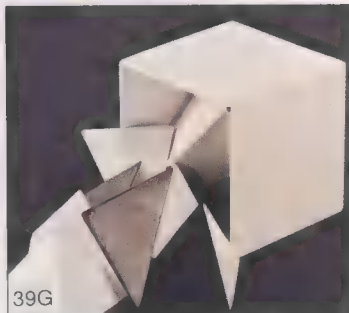
(39I.) DOWN HILL RACER. The ultimate down hill marble maze. 9.00

(39J.) WHICH SWITCH. The wrong switch will cost you the game. 5.00

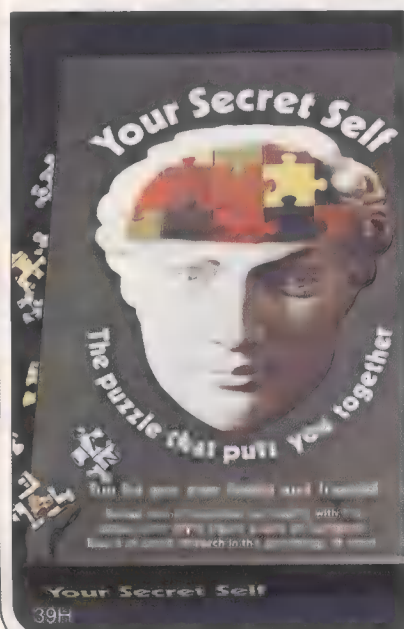
(39K.) WIRE TAP. A competitive maze game. 12.95



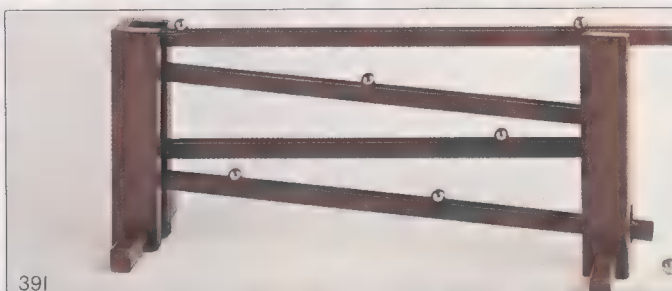
39F



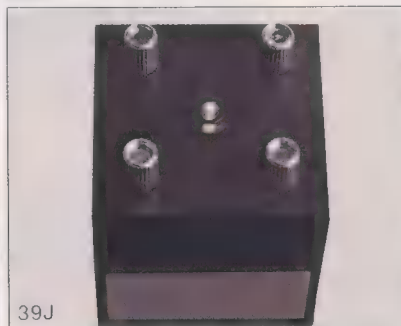
39G



39H



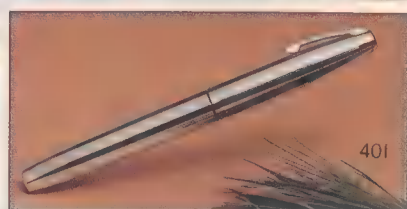
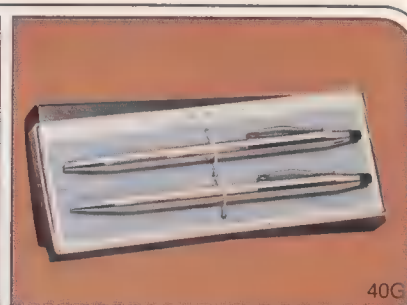
39I



39J



39K



- (40A.) SCENTED georgian desk box by Montag ..... 3.00  
 (40B.) SCENTED colonial desk box by Montag ..... 3.00  
 (40C.) MONTAG men's stationery: ..... 3.50  
 (40D.) 'LACE FERN' boxed stationery by Montag ..... 2.50  
 (40E.) 'STAR FLOWER' boxed stationery by Montag ..... 2.50  
 (40F.) PATCHWORK desk set by A&M. 13.50  
 (40G.) CROSS® chrome pen/pencil set: 12.00  
 Chrome pen only, 6.00  
 (40H.) HALLMARK® walnut pen/pencil set: ..... 30.00  
 Walnut pen only, 15.00  
 (40I.) SHEAFFER® Textor® Tip marker: ..... 5.00



**Holly Hobbie® gifts.  
 For a very special  
 Christmas.**

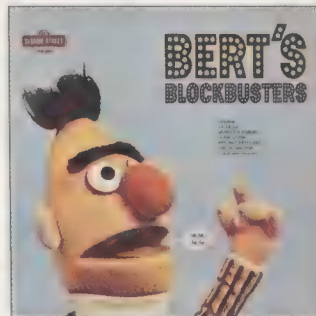
- (40L.) Oil lamp . . 8.50  
 (40M.) Dinner bell 6.50  
 (40N.) Tree decoration,  
 Large ..... 2.50  
 Small, not shown. 1.75  
 (40P.) Milk or coffee  
 mug ..... 3.00  
 (40Q.) Votive mug 4.50  
 (40R.) Pitcher vase  
 ..... 3.50

\*American Greetings Corp.

8-track tapes, LP's, trains and cars are all great gift ideas.



(41A.) CHRISTMAS ALBUM: A JCPenney exclusive. 11 Christmas hits featuring Elvis Presley, Julie Andrews, Perry Como, Charlie Pride and more! ..... 1.25  
8-track tape ..... 2.75



(41B.) CHRISTMAS ALBUM AND STORYBOOK: An exciting narration of Charles Dickens' Christmas Carol, by Disney characters. 4.99

(41C.) SESAME STREET ALBUMS: All the hit tunes from the famous TV show. Sung by the Sesame Street characters. Fun and educational. 2.98 ea.

(41D.) SUPERAMERICA "500": 2 Tyco Pro II cars, lap timer and "compu-chart" to calculate speed in mph. Comes with 36 track sections ..... 29.99

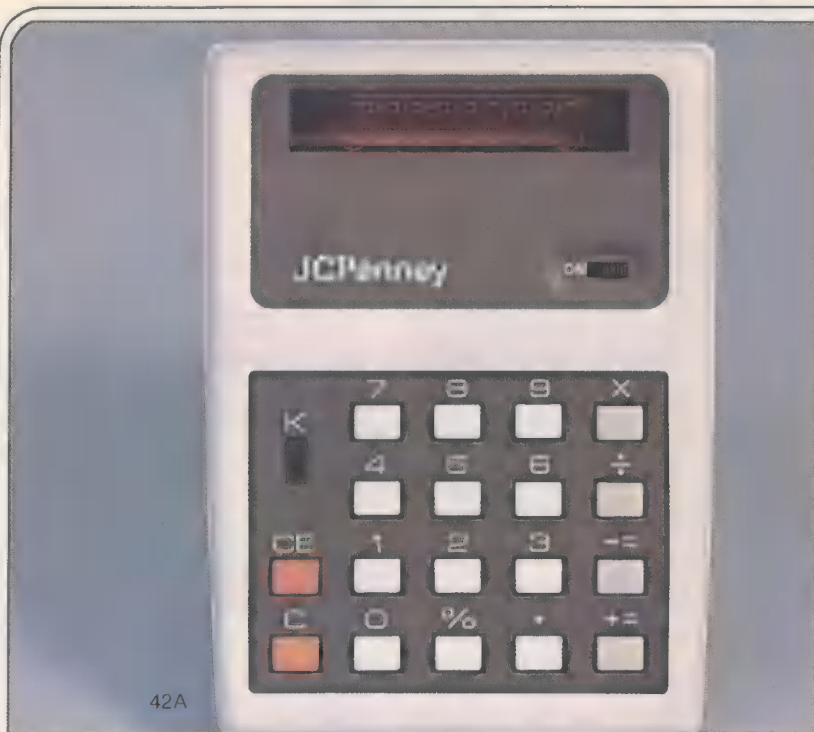
(41E.) SPIRIT OF 76 TRAIN SET: Has loco, 5 cars and power pak. With enough track and trestle for a 40x87" over and under layout. 29.99



41D



41E



42A

### Our time saving brain boosters.

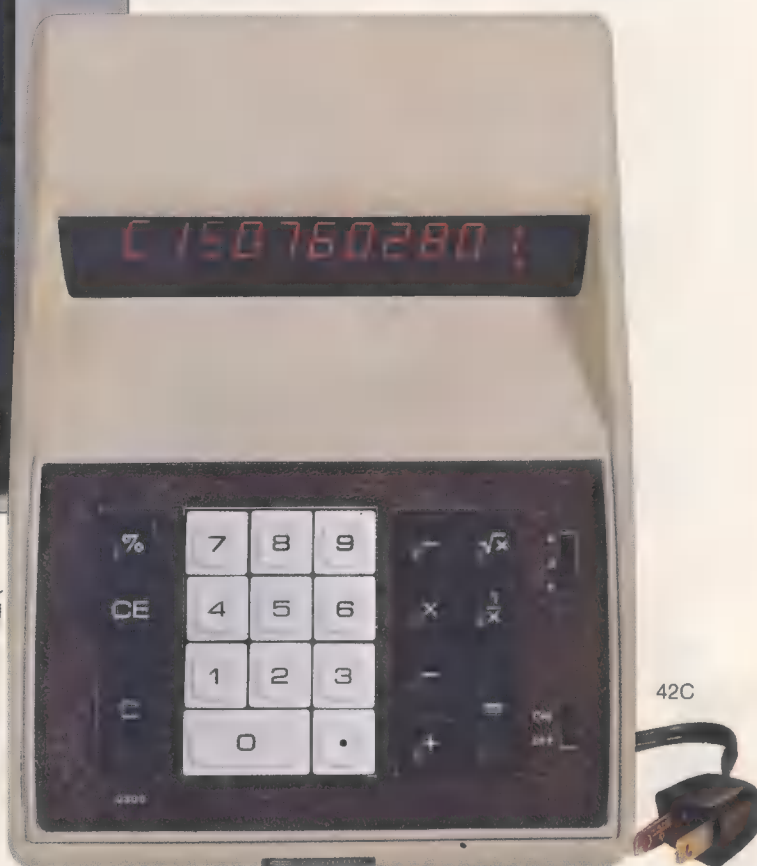
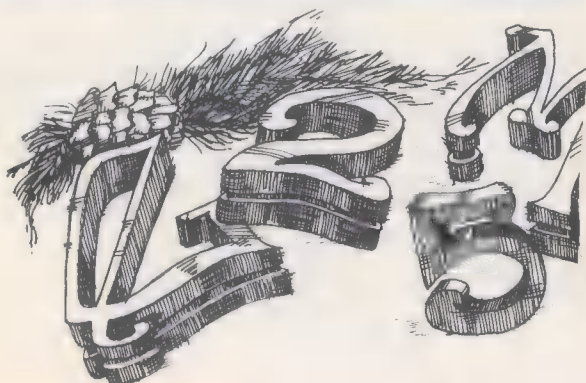
(42A.) POCKET CALCULATOR.  
8 digit with recharger/adaptor  
and case. Floating decimal,  
percent key, constant  
switch. 34.95

(42B.) INTERMEDIATE  
CALCULATOR. 8 digit AC/DC  
% key, floating decimal,  
4 button memory and constant  
key. Batteries and AC adaptor  
included, 59.95

(42C.) DESK CALCULATOR:  
10 digit AC plug-in. Pre set  
or floating decimal. Automatic  
constant. Square root, % and  
reciprocal keys, 69.95



42B



42C



43A



43B



43C



## Great gift ideas for men and women on the go.

(43A.) SAMSONITE Saturn II®: Of tough polypropylene.  
 Beauty Case . . . . 30.00  
 21" Weekender . . 32.00  
 26" Pullman . . . . 48.00  
 Tote Bag . . . . . 30.00  
 (43B.) JCPENNEY Softside Luggage: Soft, casual lightweight luggage with Talon® nylon zippers. Carry-on and 2 suiter have steel band supports, tie tapes and flap buckles.  
 Tote Bag . . . . . 24.00  
 Men's Carry-on with suit fixture . . . . 32.50  
 Women's Carry-on . . . . . 30.00  
 Men's 2-Suiter . . . 43.00  
 26" Pullman . . . . 38.00  
 (43C.) FLEXSIDE® luggage: Deep embossed, heavy gauge vinyl over aluminum frames.  
 Beauty case . . . . 27.98  
 21" Carry-on . . . 27.98  
 26" Pullman . . . . 39.98  
 Tote Bag . . . . . 21.98  
 SAMSONITE Classic III® "The Non-Spillable Attache"  
 Tough molded Absolite® body wipes clean. Lightweight with recessed locks. (Not shown)  
 5" deep . . . . . 46.00  
 3" deep . . . . . 42.00



## Thoughtful gifts that brighten up Mom's kitchen.

(44A.) CORELLE® LIVINGWARE Spring Blossom.

20-pc. dinnerware set. In gold or green. 29.95

(44B.) BAKE, SERVE, STORE, 3-pc. set.

In gold or green. 6.95

(44C.) 6-CUP TEA POT. Corning Ware®. 9.95

(44D.) 10-CUP ELECTROMATIC percolator by

Corning. Immersible. 32.95

(44E.) 10-CUP PERCOLATOR. Corning Ware®. 14.95

(44F.) MENUETTE SET. 6-pc. Corning Ware® set.

Pint, 1½ pint and 6½" covered skillet. 12.88

(44G.) 7-PC. ALUMINUM COOKWARE set. 22.99

(44H.) KITCHEN MAGIC. Grates, slices. Prepares

salads, veges, party fare fast. 10.95

(44I.) GINGHAM CHECK sheared terry apron. 2.89

Matching dish cloth. 79¢

Matching oven mitt. 1.35

Matching kitchen towel. 1.35

Matching pot holder. 79¢





**For the  
great entertainer  
on your list.**

(45A.) 20-PC. BUTTON AND DAISY punch bowl. With glass ladle. 16.50  
(45B.) CHROME PLATED 15" diameter, round tray. 6.60  
(45C.) 3-PC. CHROME PLATED bread tray, butter dish, salt and pepper shakers. 11.60  
(45D.) 2 QT. CHROME PLATED footed casserole with cover. 15.50  
(45E.) 15-PC. OLD DOMINION punch bowl. With glass ladle. 18.50

(45F.) SALAD SET. 4-pc. chrome plated. 11.50  
(45G.) TIDBIT SERVER. Double tier chrome. 8.00  
(45H.) 2 QT. CHAFING DISH. With warmer. 27.00  
(45I.) CHIP 'N DIP. Chrome plated tray/bowl set. 5.75  
(45J.) DOUBLE GLASS DECANTERS. In handled rack. 12.50  
Use your JCPenney Charge Card



**Power tools and  
tune-up kits. Gifts  
for the man who  
likes to do it himself.**

(46A.) TRIPLE ACTION DRILL. Combo variable speed reversible drill, hammer drill and power wood chisel.  $\frac{3}{8}$ " chuck. 54.99  
(46B.)  $7\frac{1}{4}$ " CIRCULAR SAW. Tackles tough cutting jobs easily. Vari-Torque clutch and lots of safety features. Double insulated. 59.99  
(46C.) PROFESSIONAL TIMING LIGHT. Chrome plated steel. Pre-focused brilliant Xenon lamp. 29.95  
(46D.) 10PIECE SOCKET SET. Deep and regular  $\frac{3}{8}$ " drive standard sockets. Quick-Release ratchet, carrying rack. 12.99  
10PIECE METRIC SET. Not shown, includes deep and regular  $\frac{3}{8}$ " drive sockets. Quick-Release ratchet, carrying rack. 12.99

(46E.) SABRE SAW. Variable speed. 0-3500 strokes per minute. Has tilting foot, rip guide, blower. Double insulated. 39.99  
(46F.) JCPENNEY deluxe 8 track tape deck with individual slide type controls for volume, balance and tone. Built-in burglar alarm. 79.95  
(46G.) DWELL/TACHOMETER TESTER. Measures dwell and RPM on 4, 6, or 8 cylinder engines. 0-1200 RPM, 6 or 12 volt. 19.95  
(46H.) JCPENNEY mini 8 track tape deck with program selector, individual slide type volume, balance and tone controls. 49.95

(46A, B, D, E) At JCPenney Hardware Departments  
(46C, F, G, H) At JCPenney Auto Centers



47A

**Great sounding systems.  
Great sounding prices.**



47B



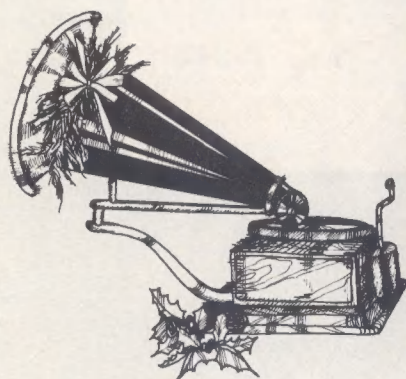
47C

(47A.) JCPENNEY AM/FM/FM STEREO RADIO with mini record changer and four speakers to produce a synthesized 4-way sound. All cabinets finished in walnut vinyl. 129.95

(47B.) JCPENNEY AM/FM/FM STEREO/RADIO PHONO with 8-track play. FM stereo indicator light, manual and automatic channel selector, BSR changer, two 4"x6" oval speakers. 159.95

(47C.) JCPENNEY 4-CHANNEL AM/FM/FM matrix stereo radio/phono with solid state chassis. Full size BSR changer, 8-track deck, manual and automatic channel selection. Plays 2-channel stereo tapes and 4-channel discrete tapes. Built-in stereo balancer. Four speakers. 329.95

(47D.) COLOR TV: Has big 19" screen (meas. diag.) and 100% solid state modular chassis. Chroma-Brite® picture tube and Chroma-Loc® and AFT for easy viewing. 459.95



47D

Get a great buy now, pay later:  
use the JCPenney Time Payment Plan.

At JCPenney Home Entertainment Centers

# JCPenney



## Great sounding gift ideas for every member of the family.

(48A.) COLOR PORTABLE: Has a personal size 10" screen (meas. diag.) Automatic Color Purifier. Solid state/tube chassis. 219.00

(48B.) 5 BAND RADIO: Tune into AM, FM, Public service hi or lo and air bands. Weather, too. AC or DC. 49.95  
(48C.) 3 BAND PORTABLE RADIO: AM, FM, Public Service high bands, plus weather. AC or DC. 29.95

(48D.) MINI CASSETTE RECORDER: Has built-in mike and auto shut-off. AC or DC. Includes adapter. 69.95

(48E.) AM/FM DIGITAL CLOCK RADIO: Easy-to-read computer type digits. Wake to music or alarm. Snooze button 49.95

(48F.) AM/FM DIGITAL CLOCK RADIO: Has leaf type digits, wake to music or an alarm. Snooze button. 39.95.

J.C. Penney Co., Inc.  
1301 Ave of Americas  
New York, N.Y. 10019

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